

FIGURE 1

rCommerce Overview

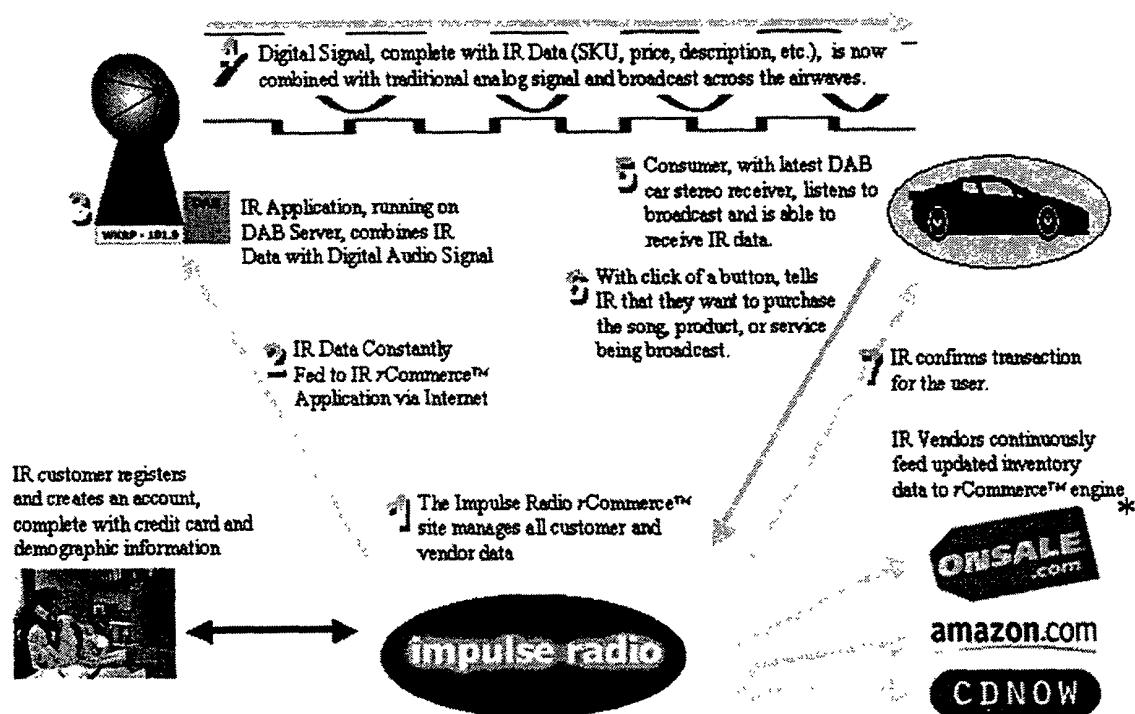
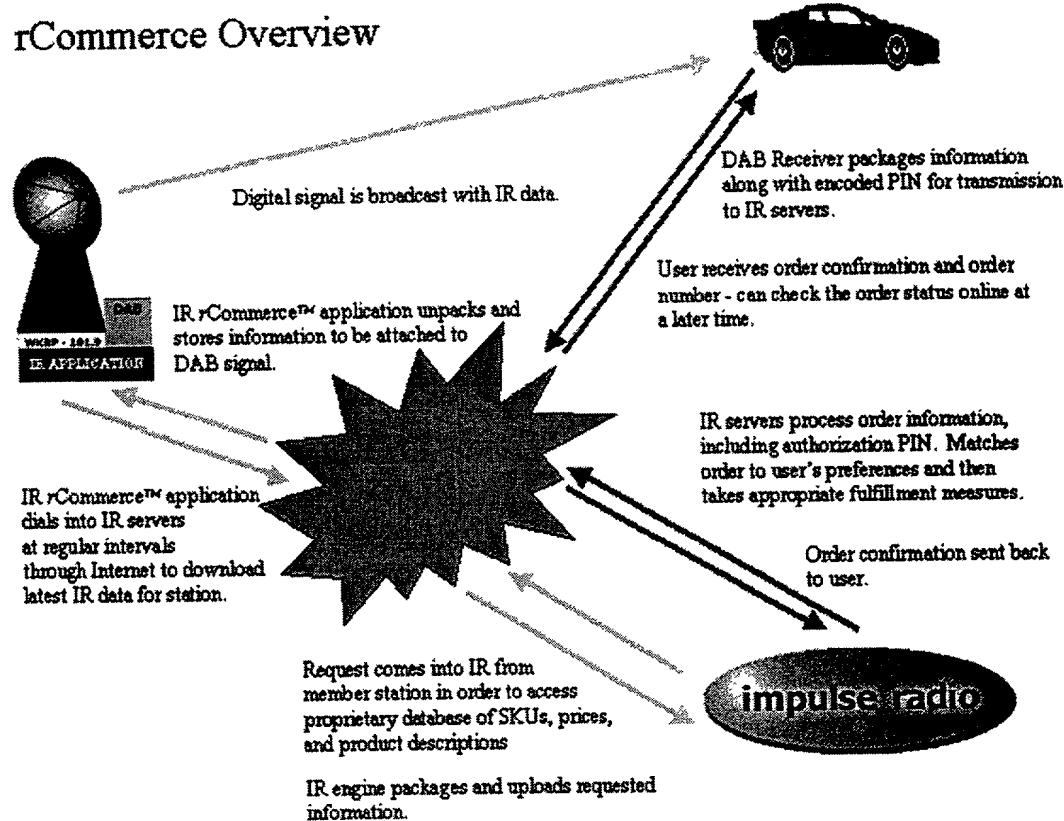


FIGURE 2



```
<!ELEMENT AudioSpace ( DigitalCopySet+ ) >  
<!ELEMENT DigitalCopy ( Display | DisplayCode | bg | layout | timeLength )* >  
<!ATTLIST DigitalCopy id ( 100097 | 100099 | 100101 ) #REQUIRED >  
<!ATTLIST DigitalCopy name ( adline0 | adline1 | adline2 | adline3 ) #REQUIRED >  
  
<!ELEMENT DigitalCopySet ( name, DigitalCopy+ ) >  
<!ATTLIST DigitalCopySet frame NMTOKEN #REQUIRED >  
  
<!ELEMENT Display ( img | text )* >  
  
<!ELEMENT DisplayCode ( #PCDATA ) >  
<!ATTLIST DisplayCode type CDATA #FIXED "text/html" >  
  
<!ELEMENT bg EMPTY >  
<!ATTLIST bg color ( 000069 | 000099 ) #REQUIRED >  
  
<!ELEMENT img ( src ) >  
  
<!ELEMENT layout EMPTY >  
<!ATTLIST layout halign NMTOKEN #FIXED "center" >  
<!ATTLIST layout valign ( center | top ) #REQUIRED >  
  
<!ELEMENT name ( #PCDATA ) >  
  
<!ELEMENT src ( #PCDATA ) >  
  
<!ELEMENT text ( #PCDATA ) >  
<!ATTLIST text color NMTOKEN #REQUIRED >  
<!ATTLIST text font NMTOKEN #FIXED "SansSerif" >  
<!ATTLIST text size NMTOKEN #REQUIRED >  
  
<!ELEMENT timeLength ( #PCDATA ) >
```

FIGURE 3

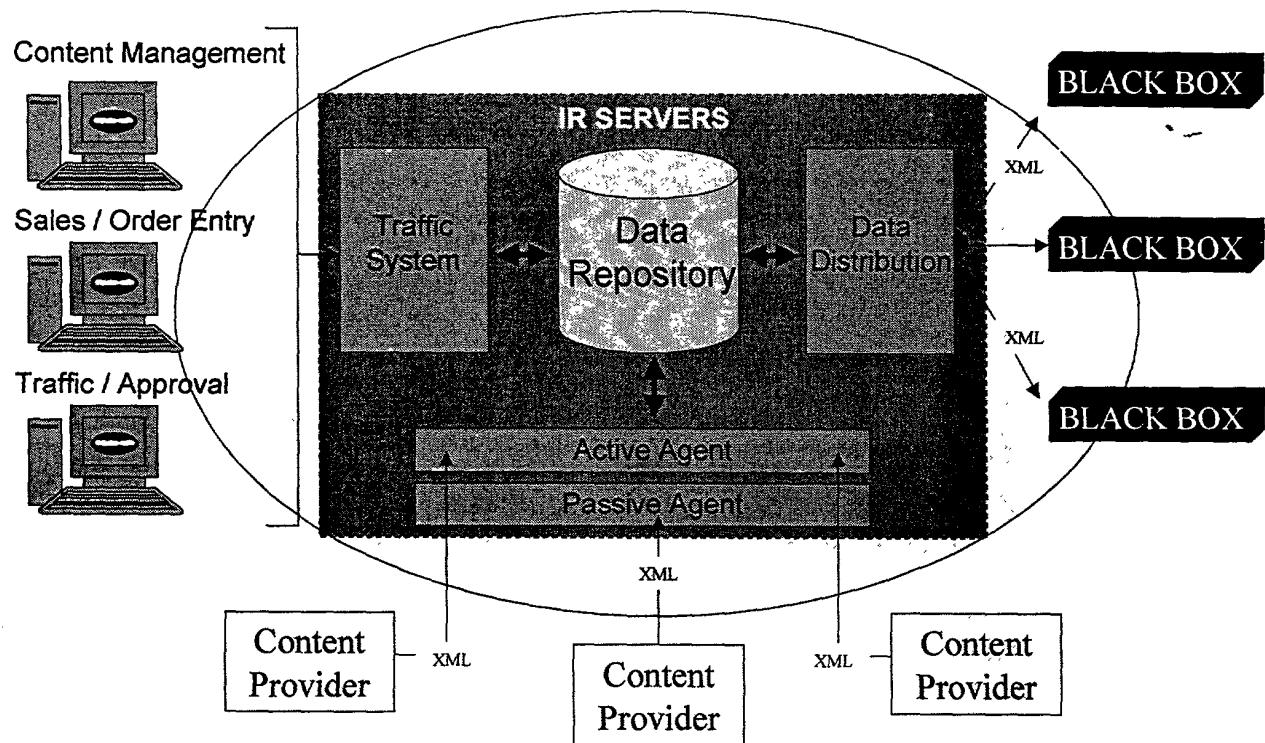


FIGURE 4

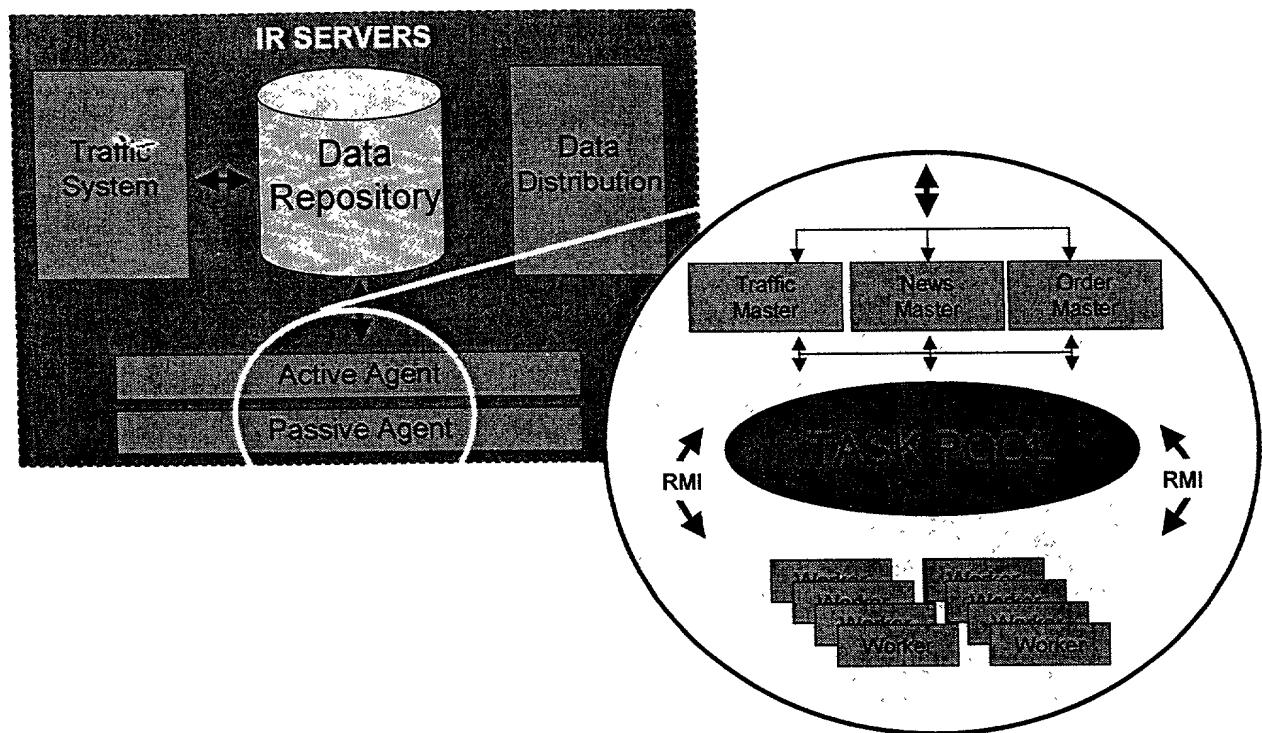


FIGURE 5

Data Transfer

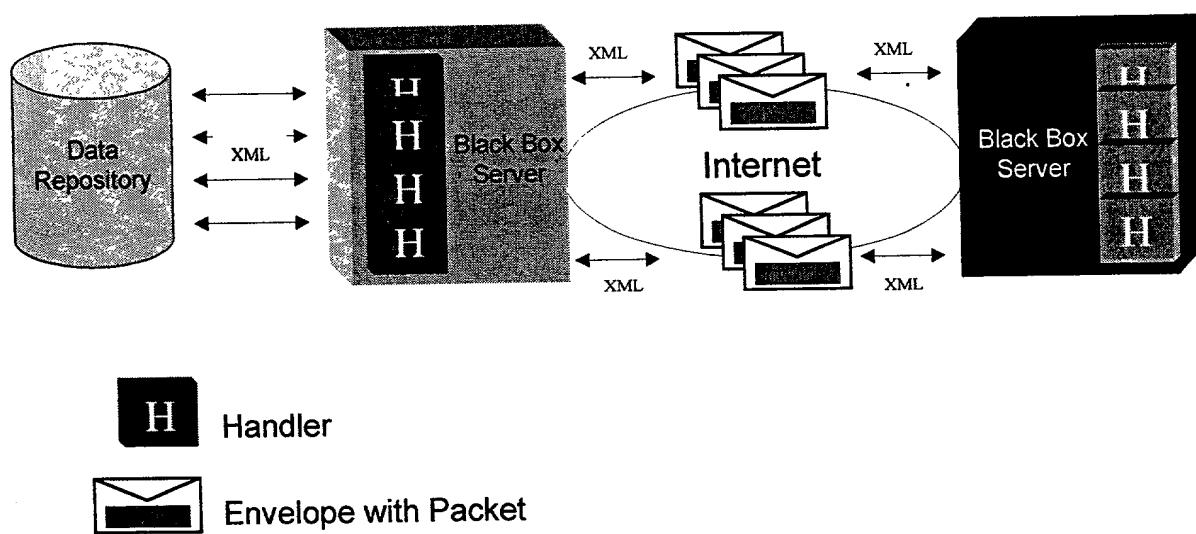


FIGURE 6

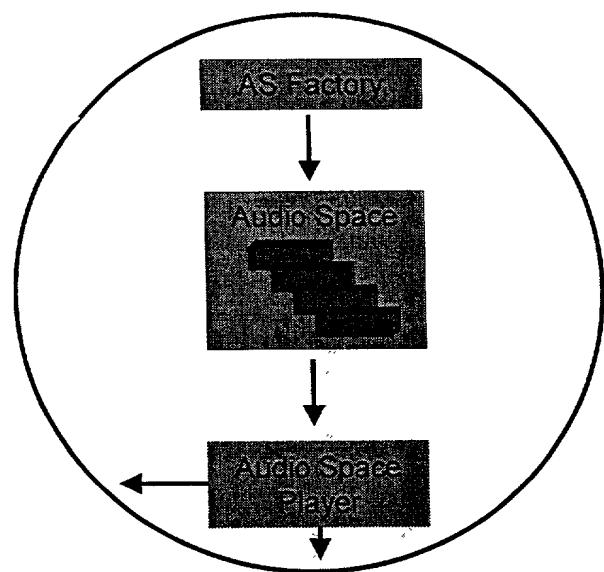
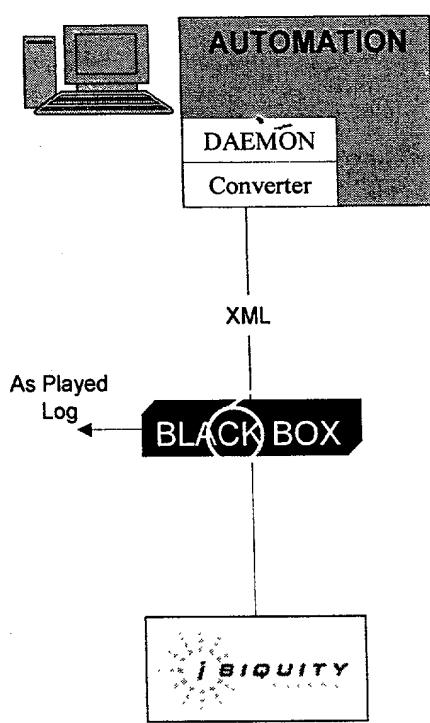


FIGURE 7

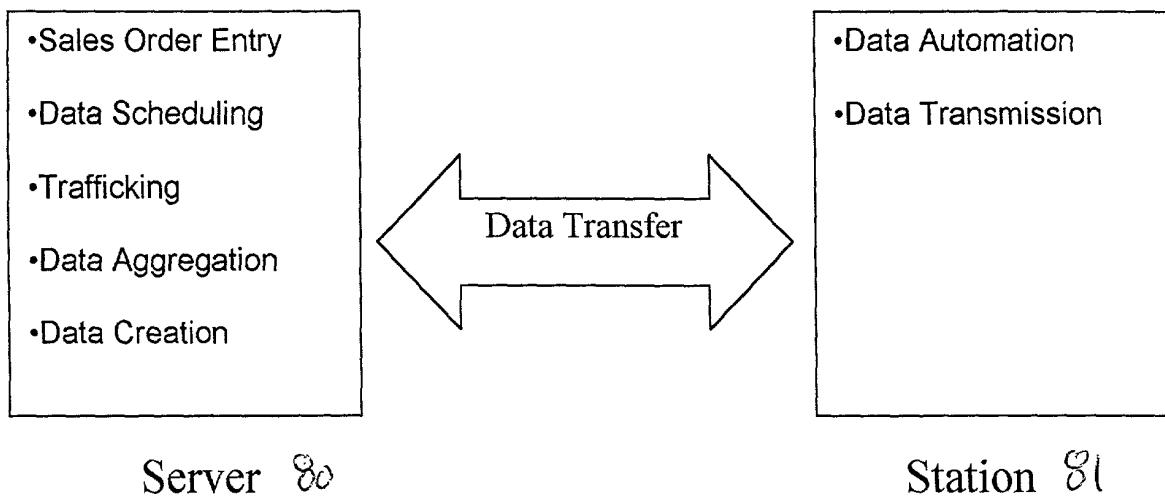


FIG. 8

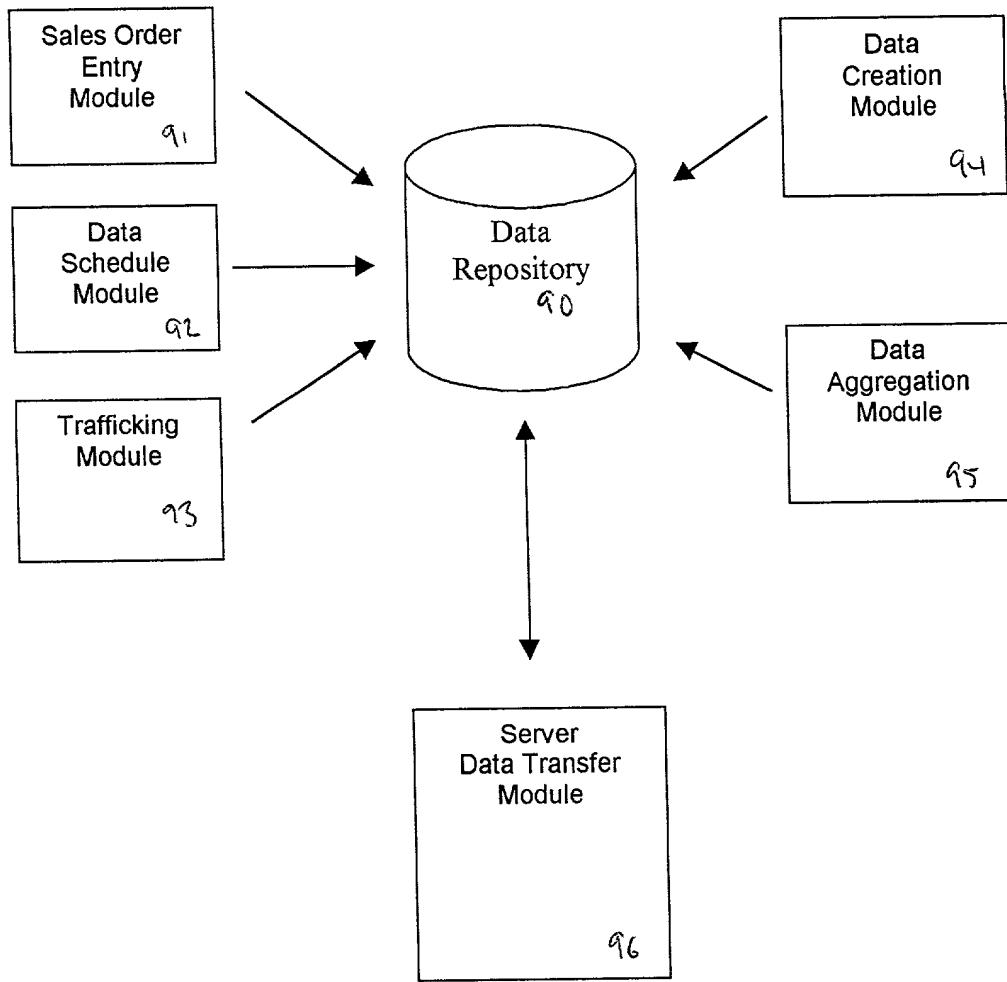


FIG. 9

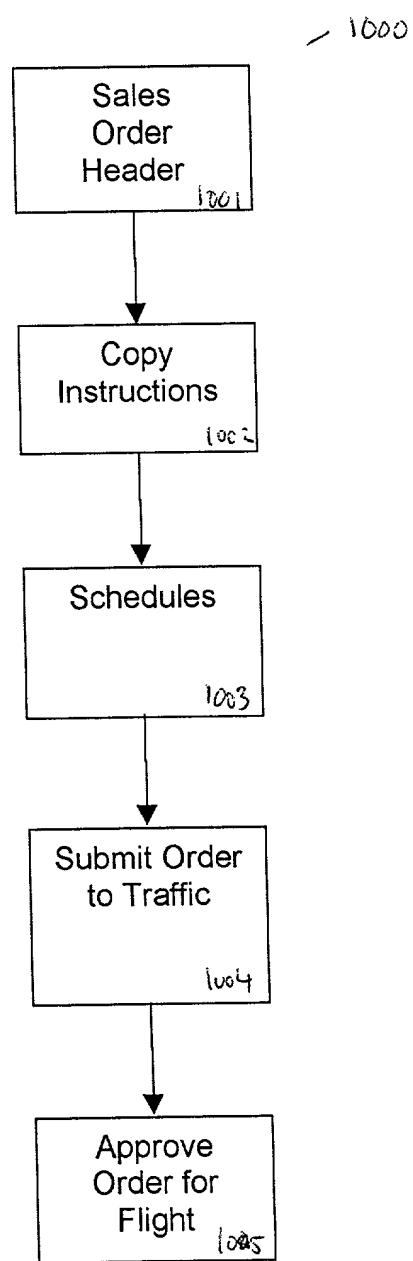


FIG. 10A

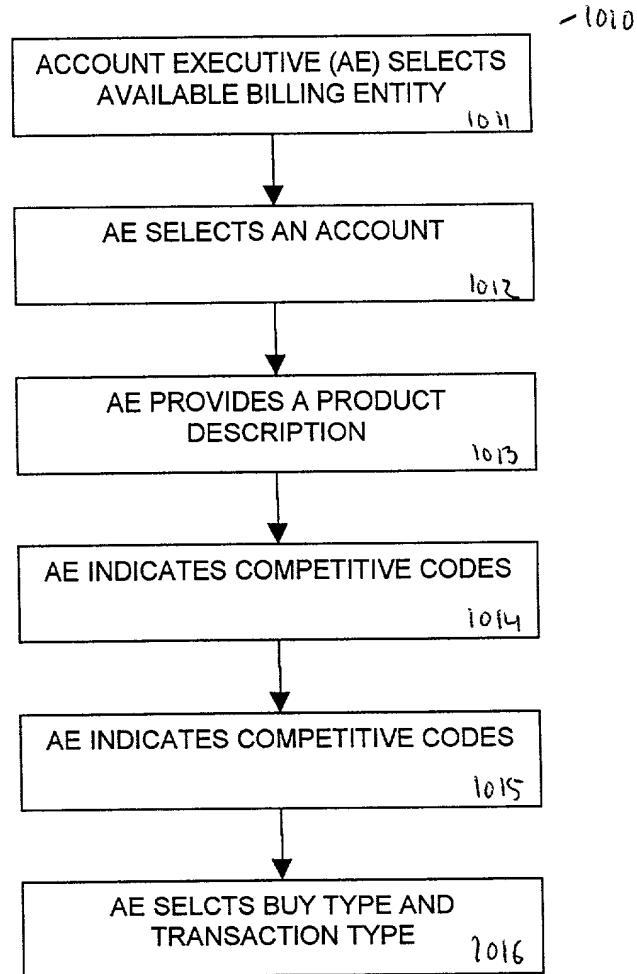


FIG. 10B

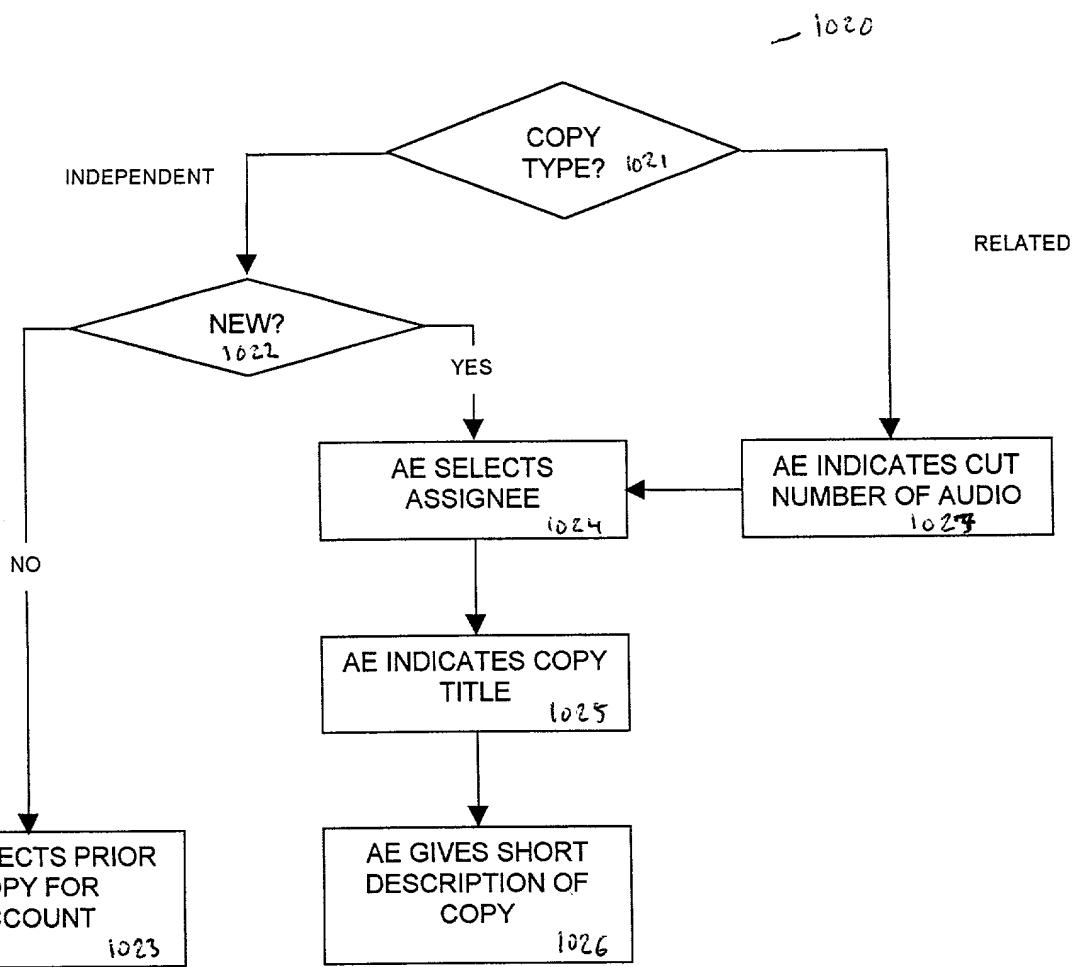


FIG. 10C

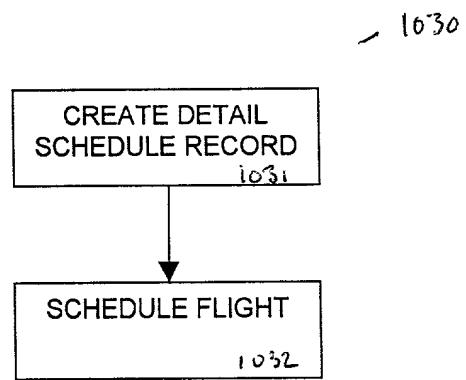


FIG. 10D

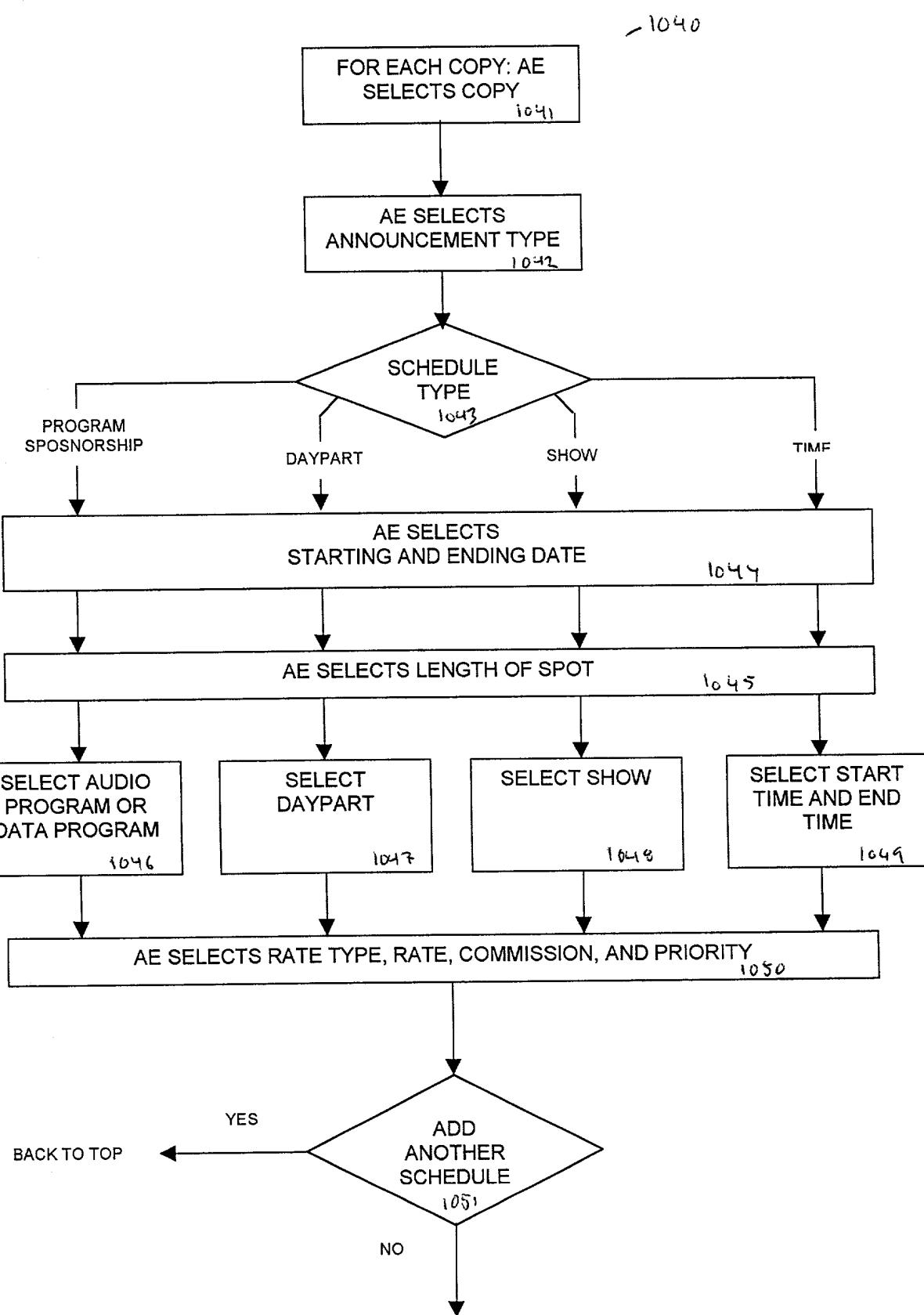


FIG. 10E

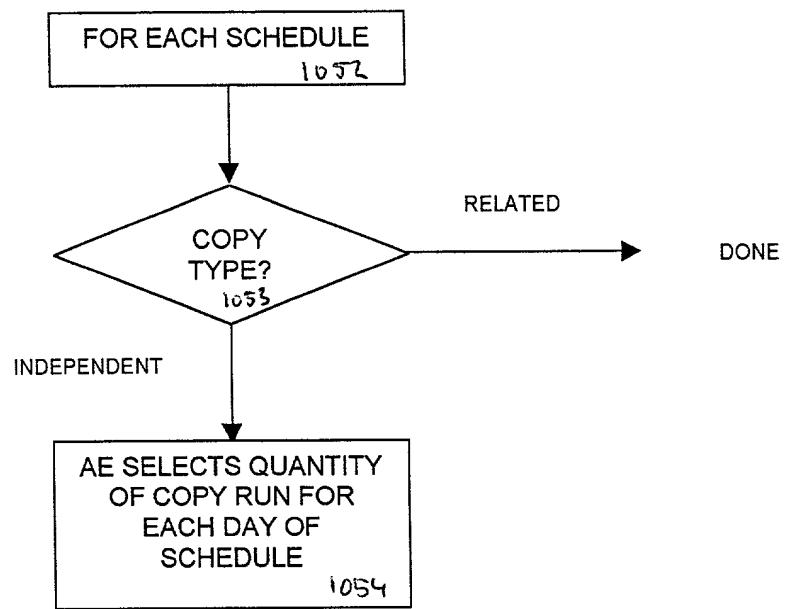


FIG. 10F

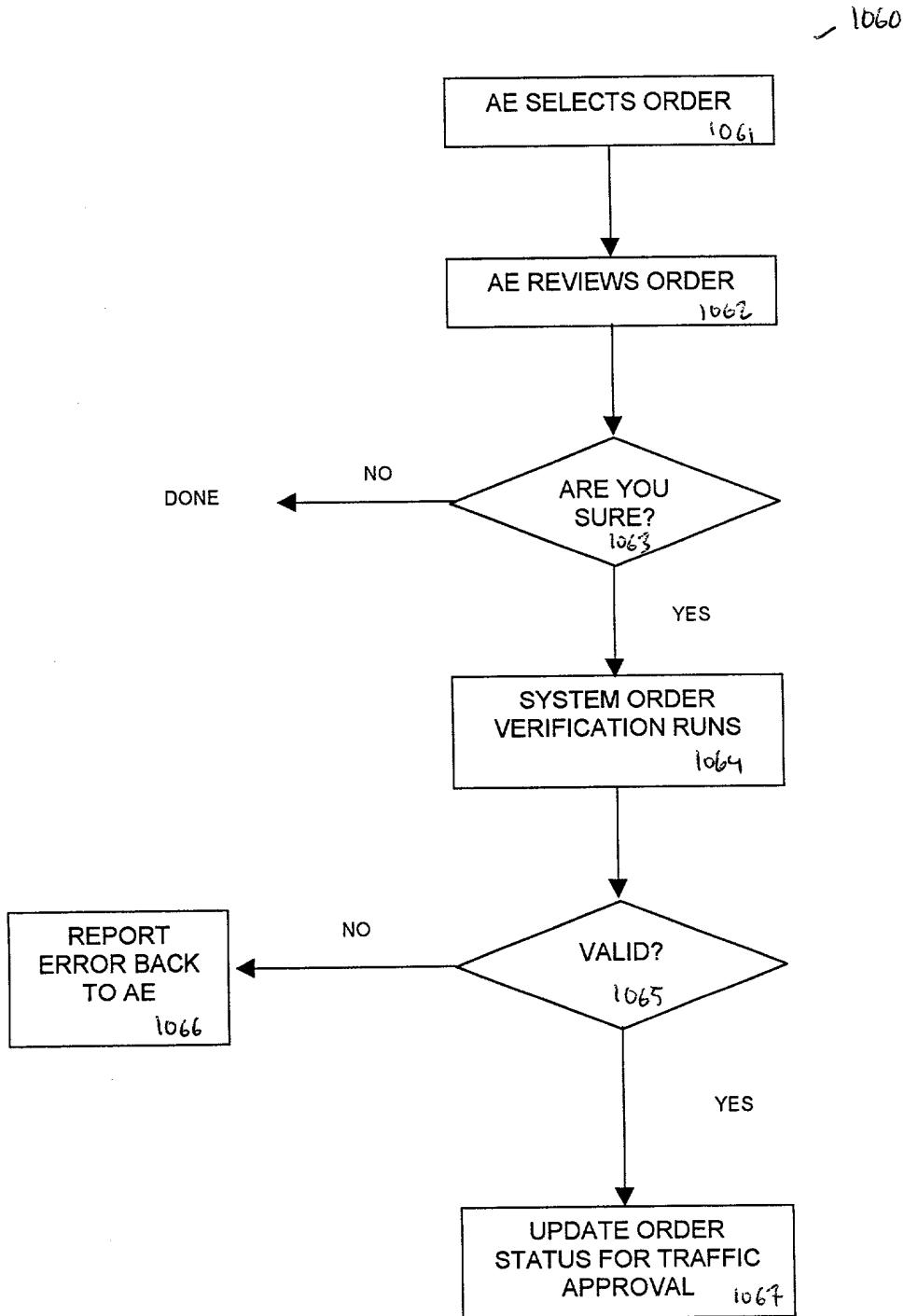


FIG. 10G

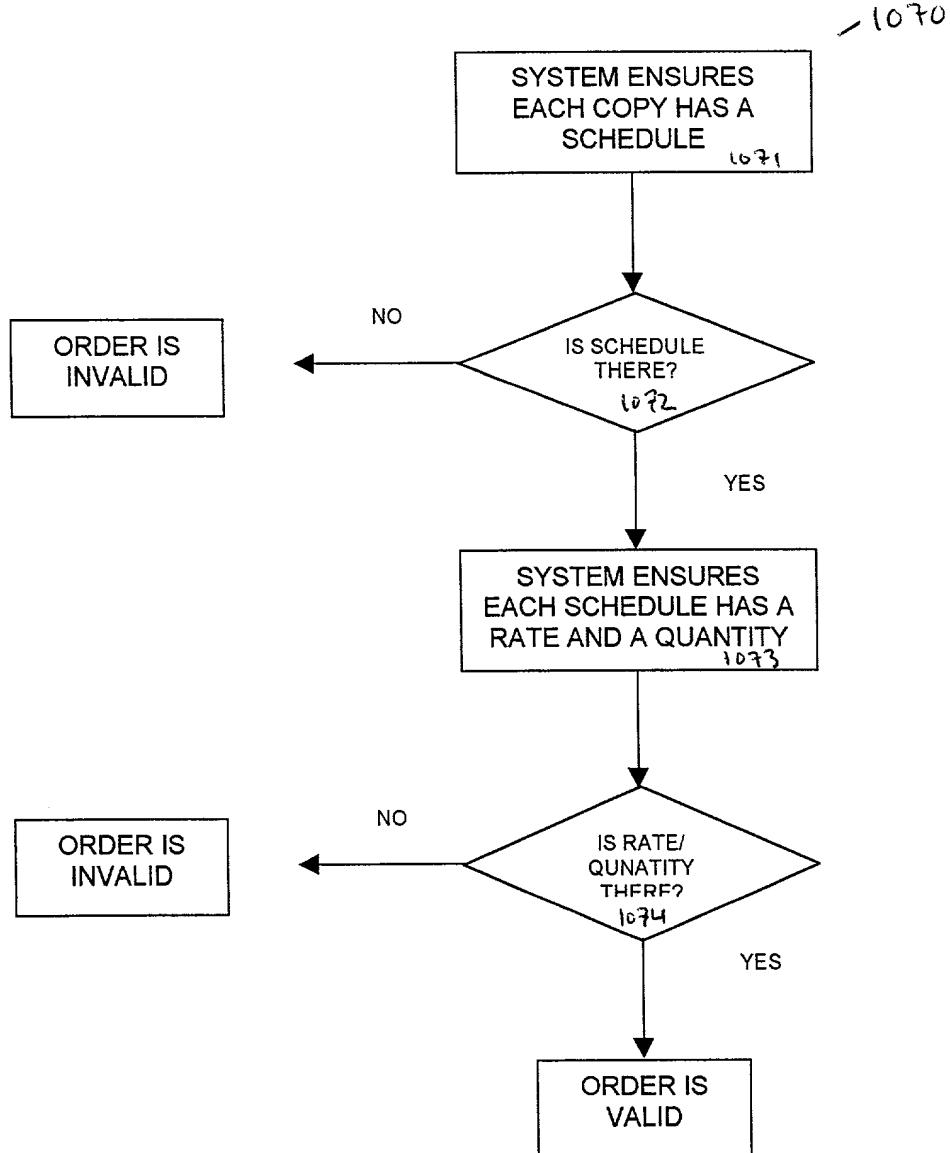


FIG. 10H

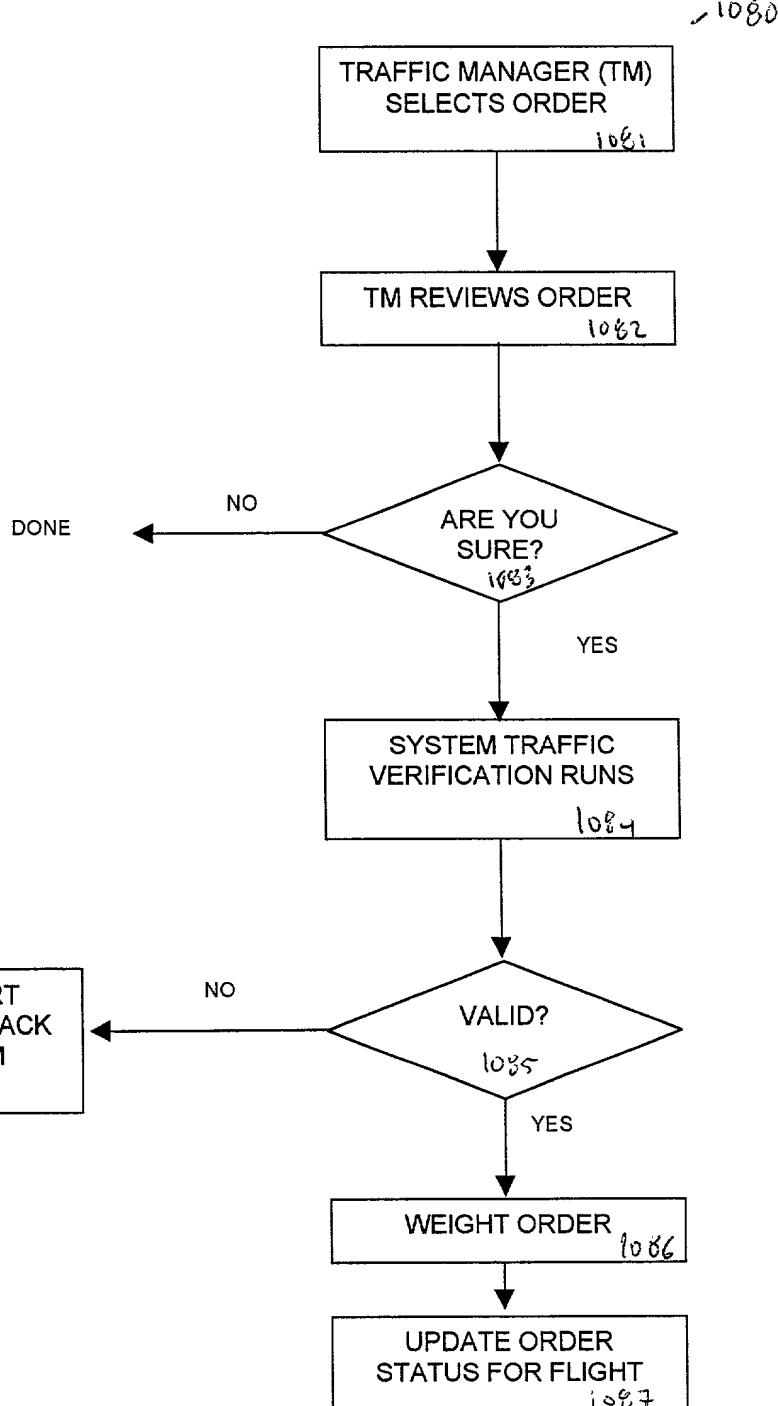


FIG. 10I

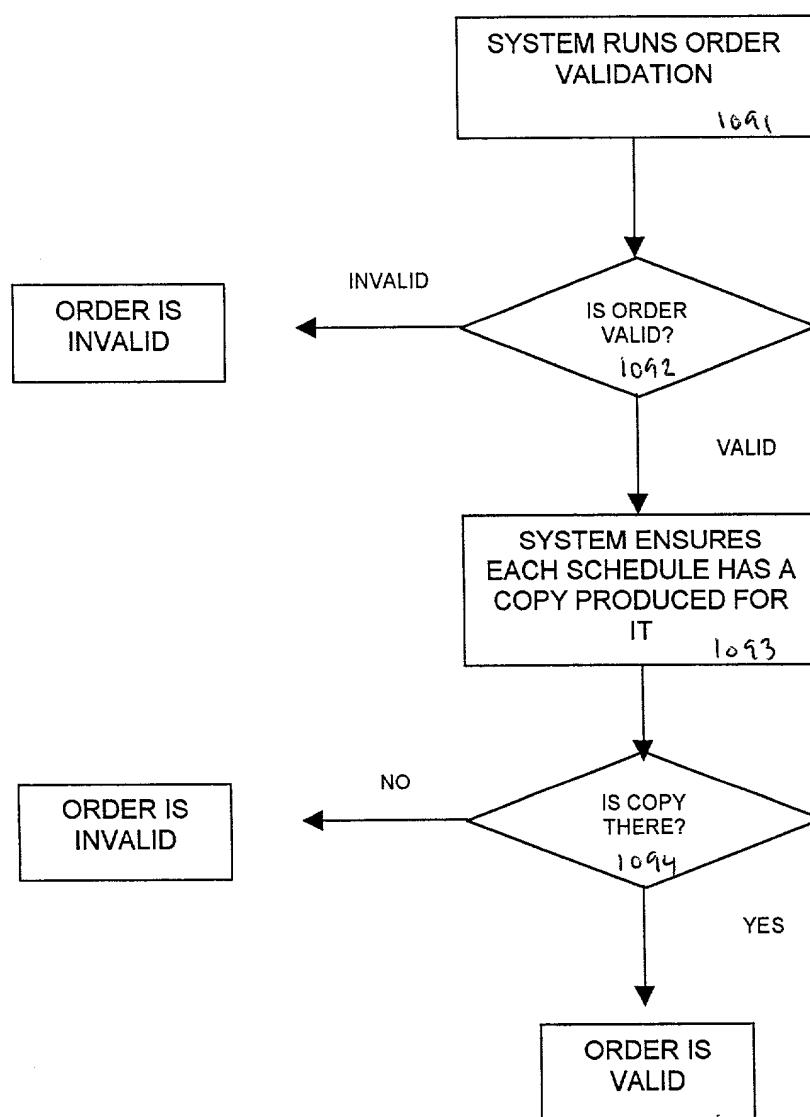


FIG. 10J

-1100

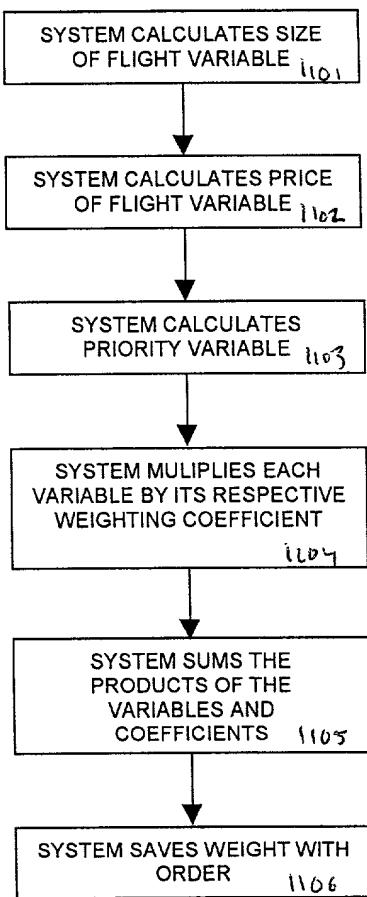


FIG. 10K

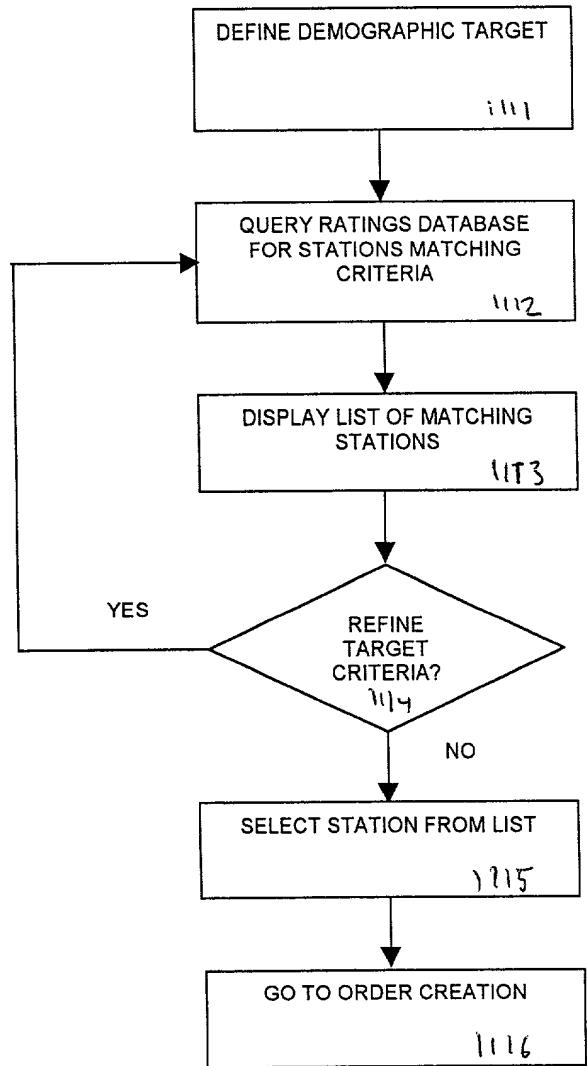


FIG. 10L

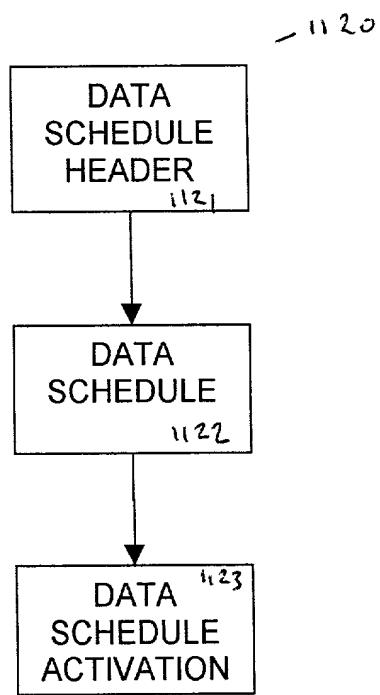


FIG. 11A

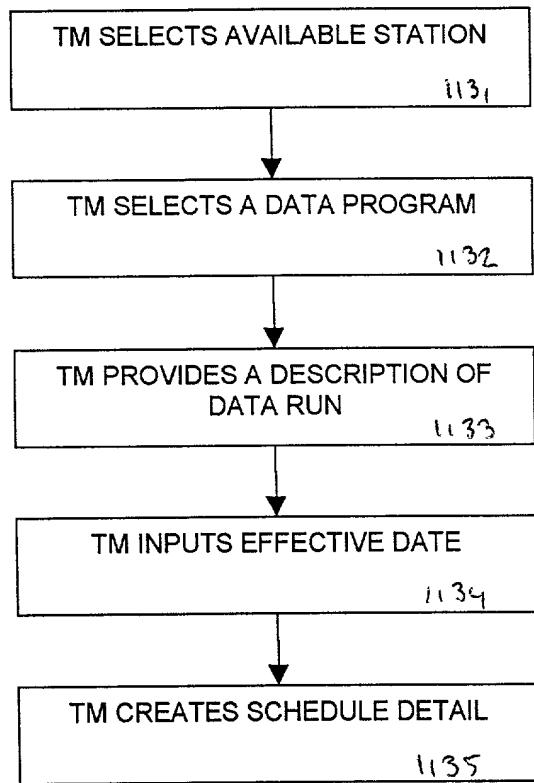


FIG. 11B

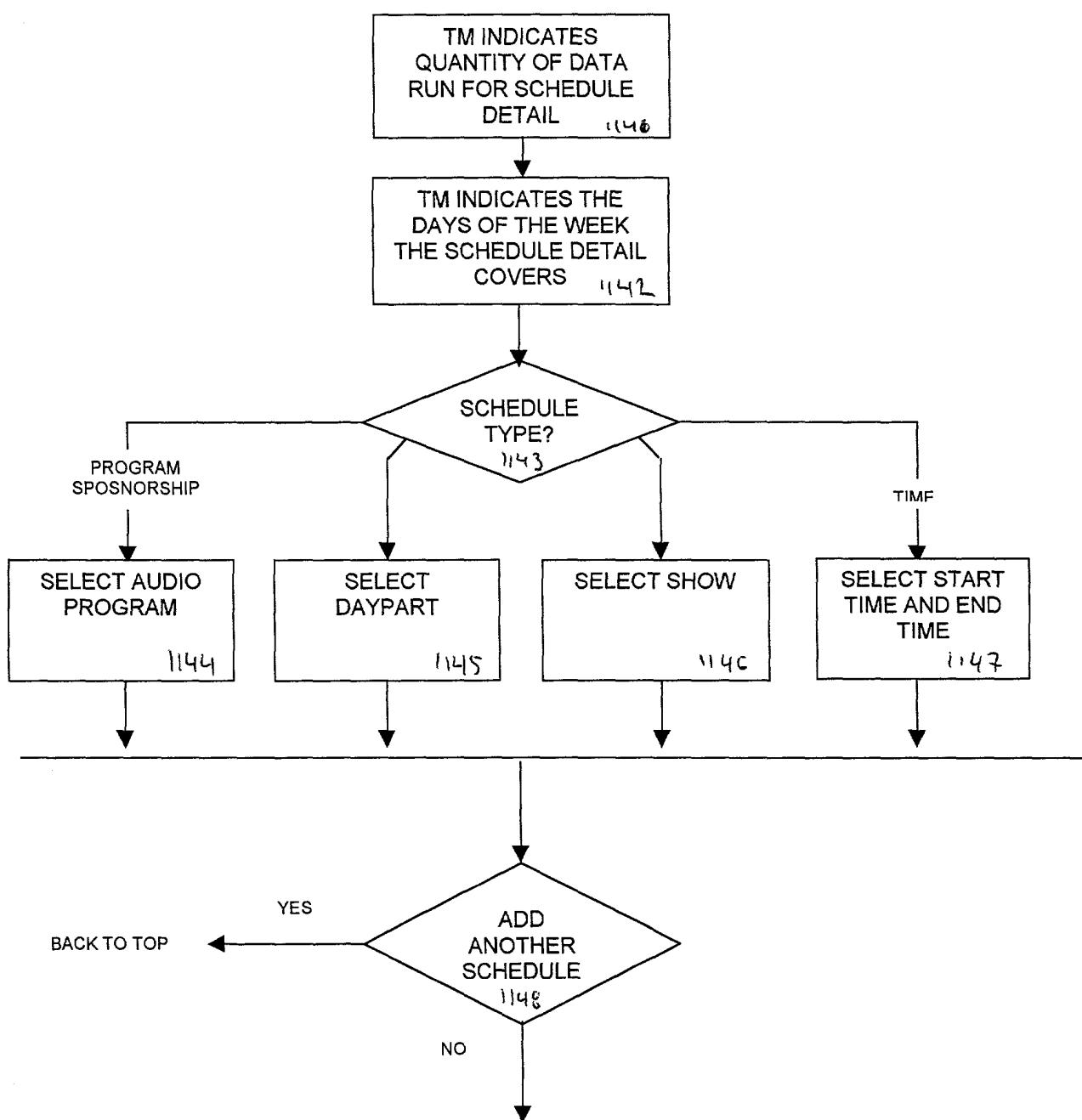


FIG. 11C

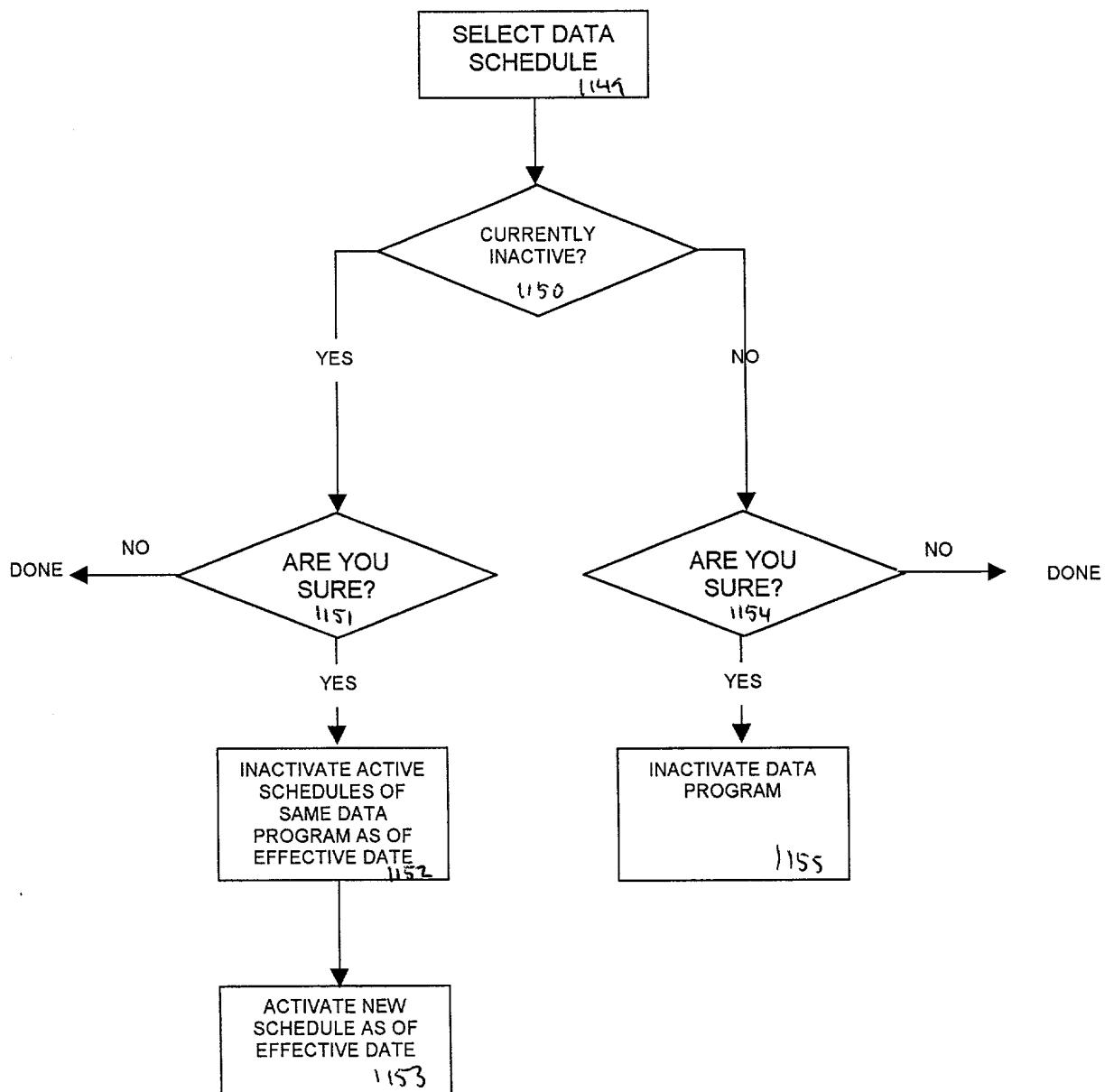


FIG. 11D

110

Order	Detail Id	AudioCopyPool_EndMills	StationCodeMap_StationCUD	AudioFrame_id	DC_Set_Id	AudioCopyPool_CnDue	AudioCopyPool_MinSpeech	AudioCopyPool_CompTags	AudioCopyPool_CompSpacing
1161	144310	9.88993E+11	9.90058E+11	5	1	100337	40	7	600000
1162	144310	9.90079E+11	9.90144E+11	5	1	100337	40	7	600000
1163	144310	9.90168E+11	9.90231E+11	5	1	100337	40	7	600000
1164	144310	9.90317E+11	9.90380E+11	5	1	100337	40	7	600000
1165	144310	9.90436E+11	9.90498E+11	5	1	100337	40	7	600000
1166	144310	9.90559E+11	9.90622E+11	5	1	100337	40	7	600000
1167	144310	9.90681E+11	9.90745E+11	5	1	100337	40	7	600000
1168	144310	9.90804E+11	9.90861E+11	5	1	100337	40	7	600000
1169	144310	9.90927E+11	9.90984E+11	5	1	100337	40	7	600000
1170	144310	9.91050E+11	9.91094E+11	5	1	100337	40	7	600000
1171	144310	9.91176E+11	9.91191E+11	5	1	100337	40	7	600000
1172	144310	9.91202E+11	9.91237E+11	5	1	100337	40	7	600000

三

- 1200

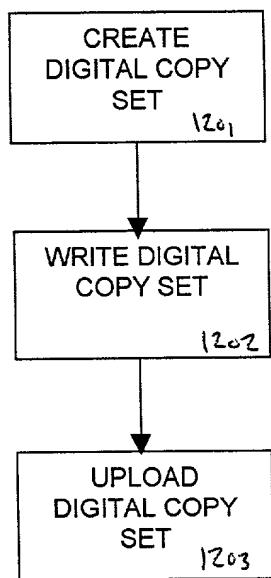


FIG. 12A

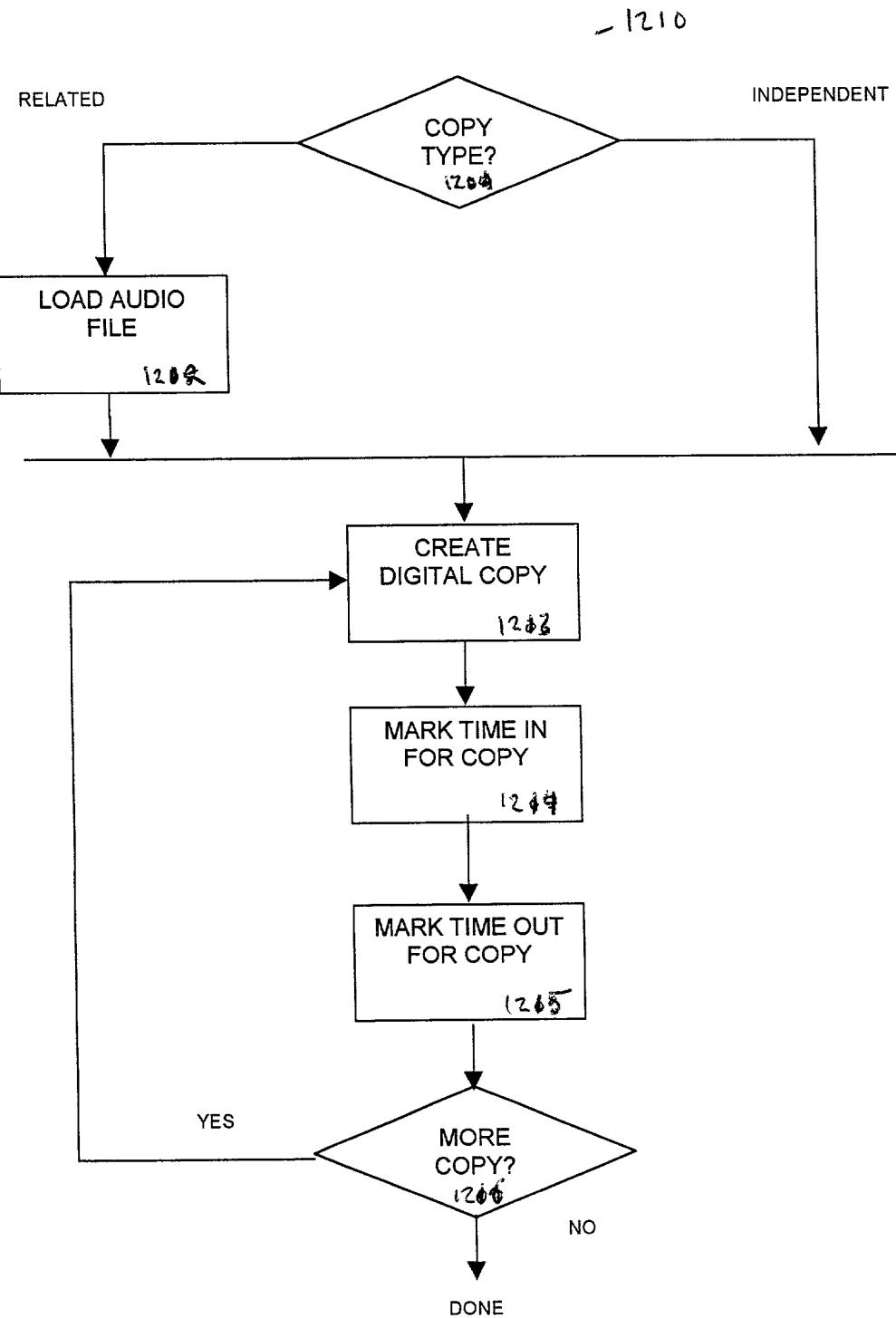


FIG. 12B

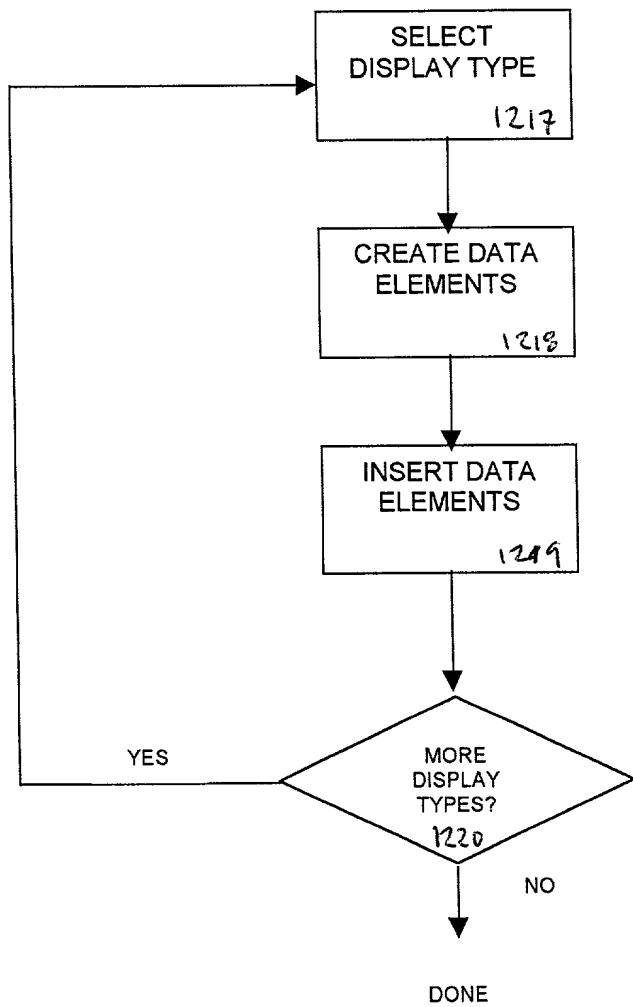


FIG. 12C

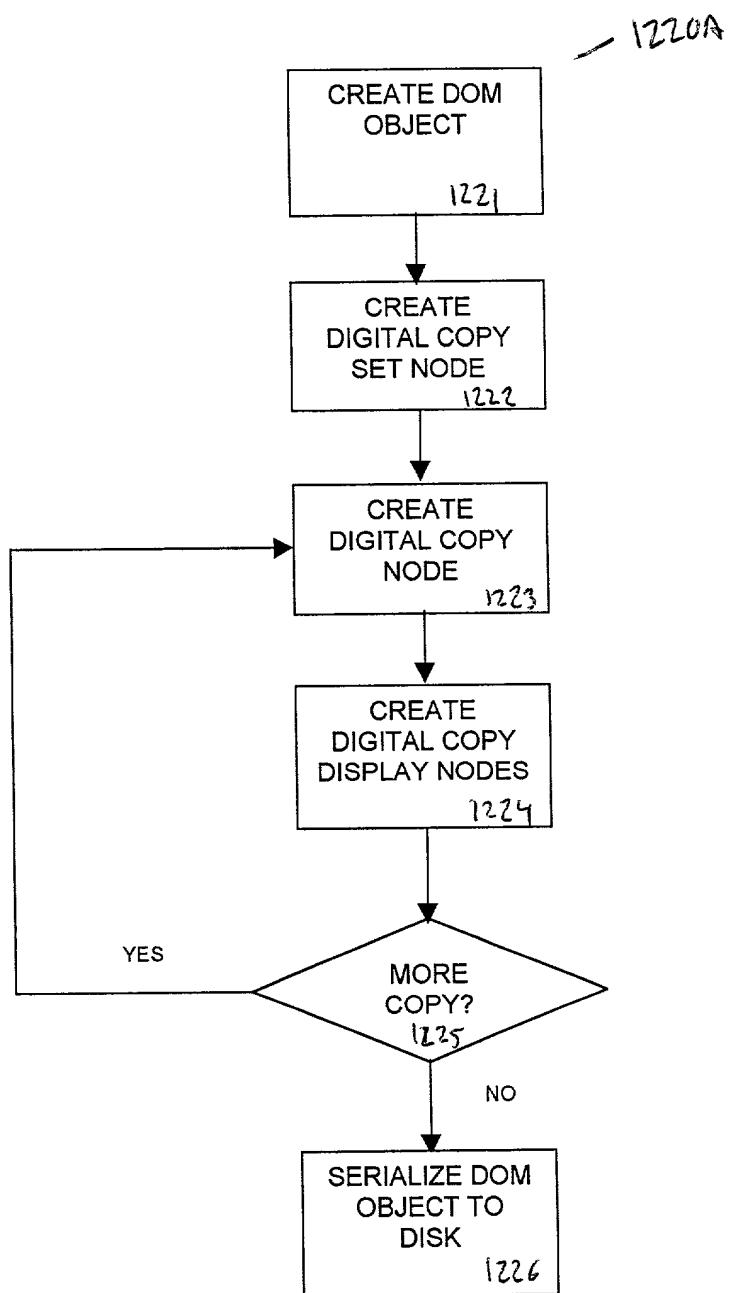


FIG. 12D

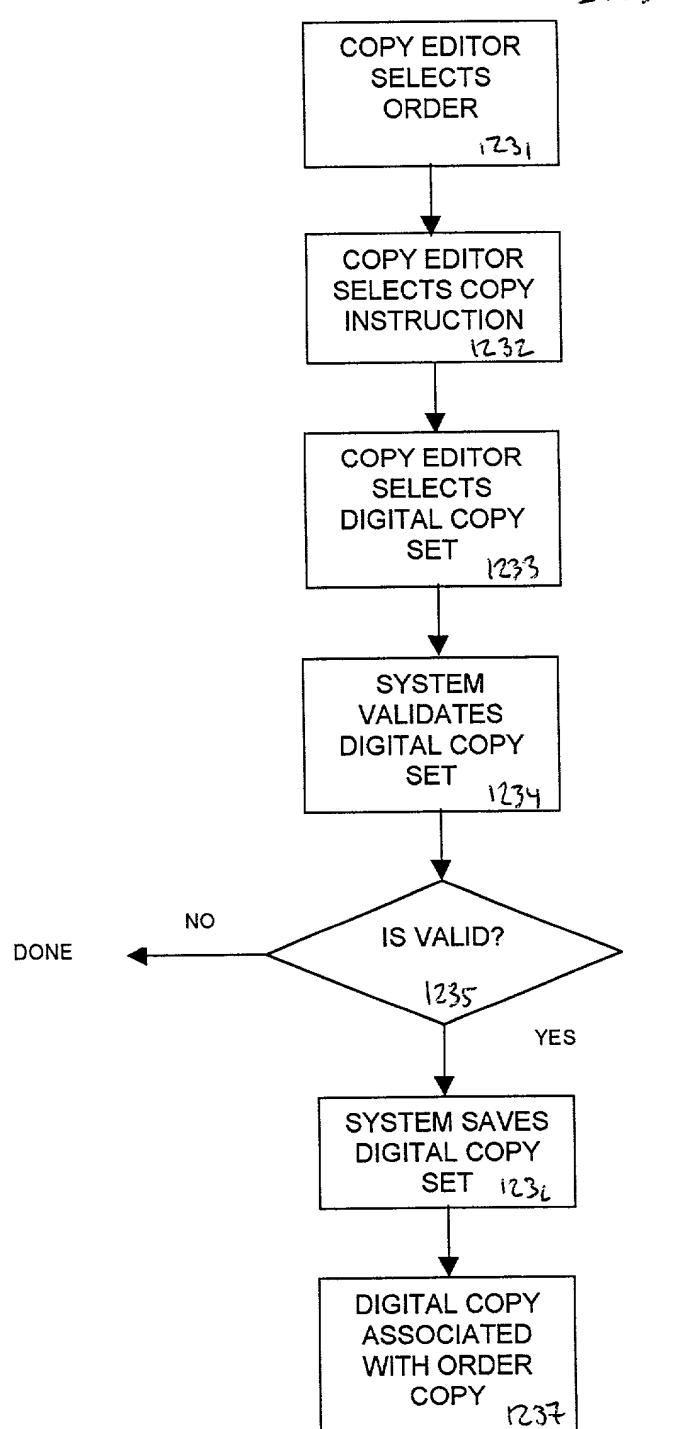


FIG. 12E

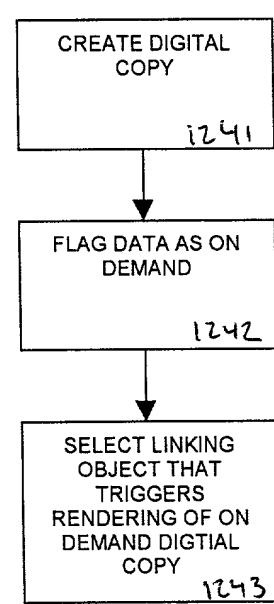


FIG. 12F

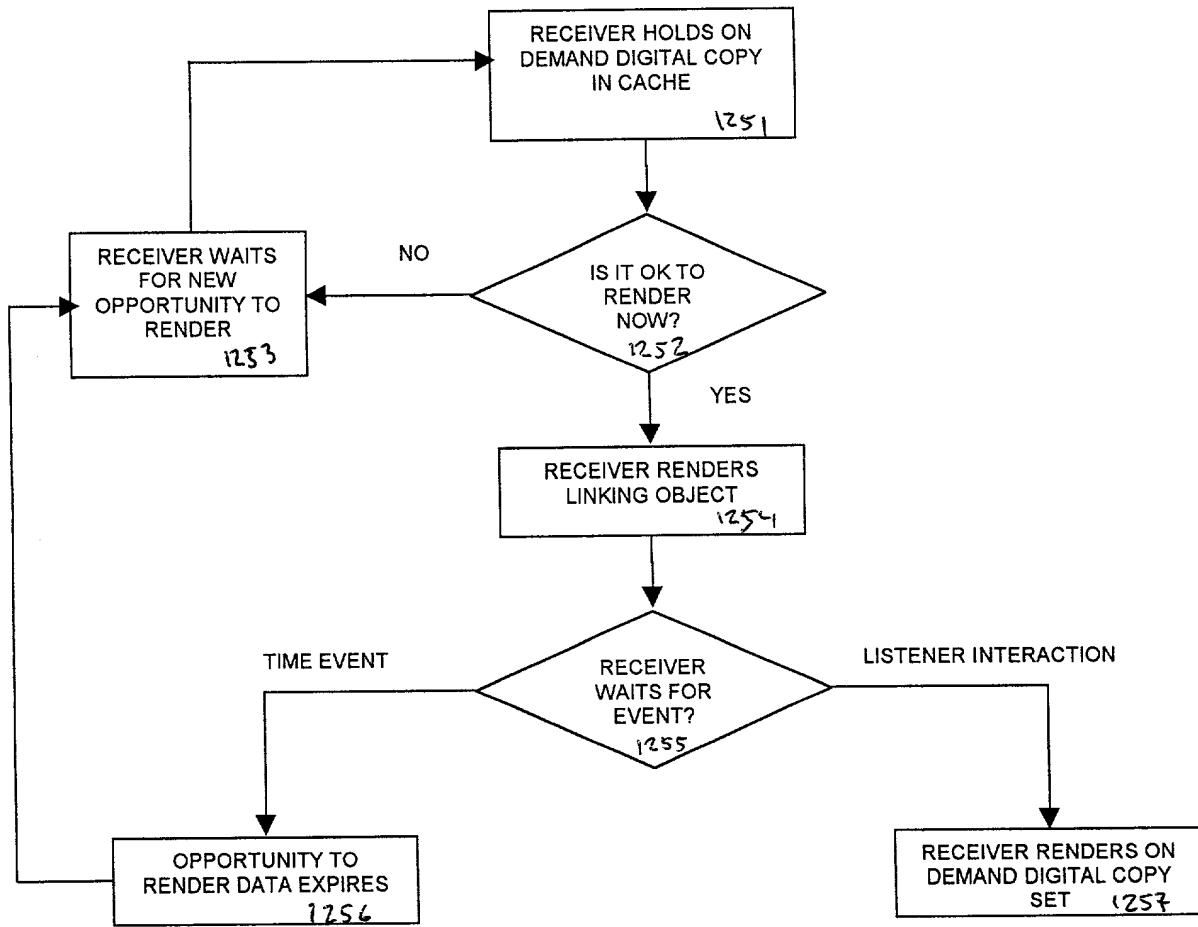


FIG. 12G

1260

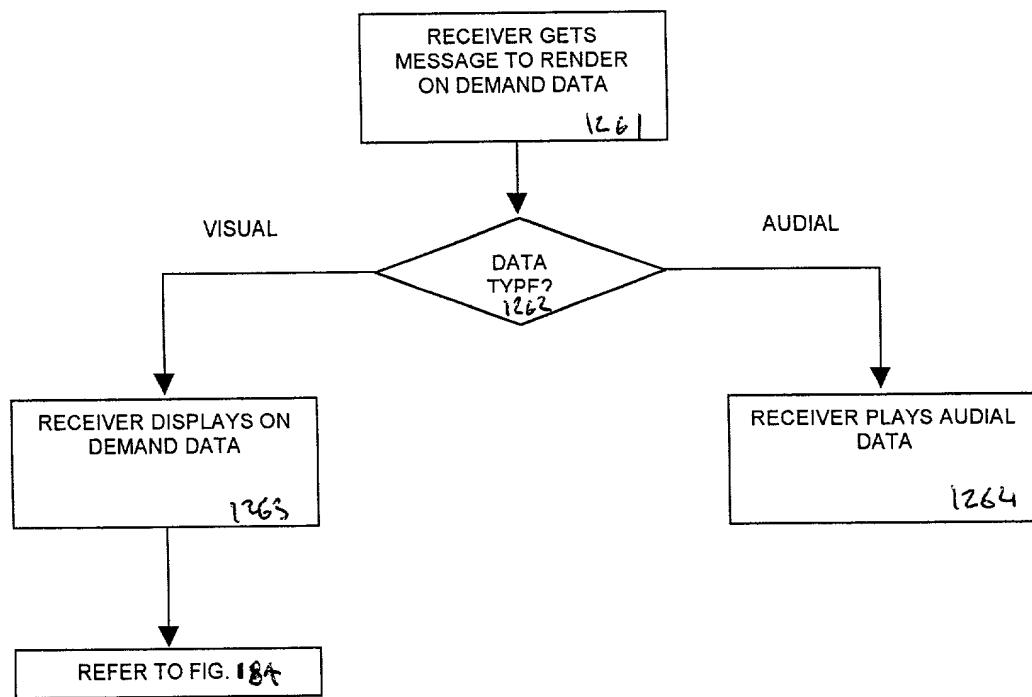


FIG. 12H

-1270

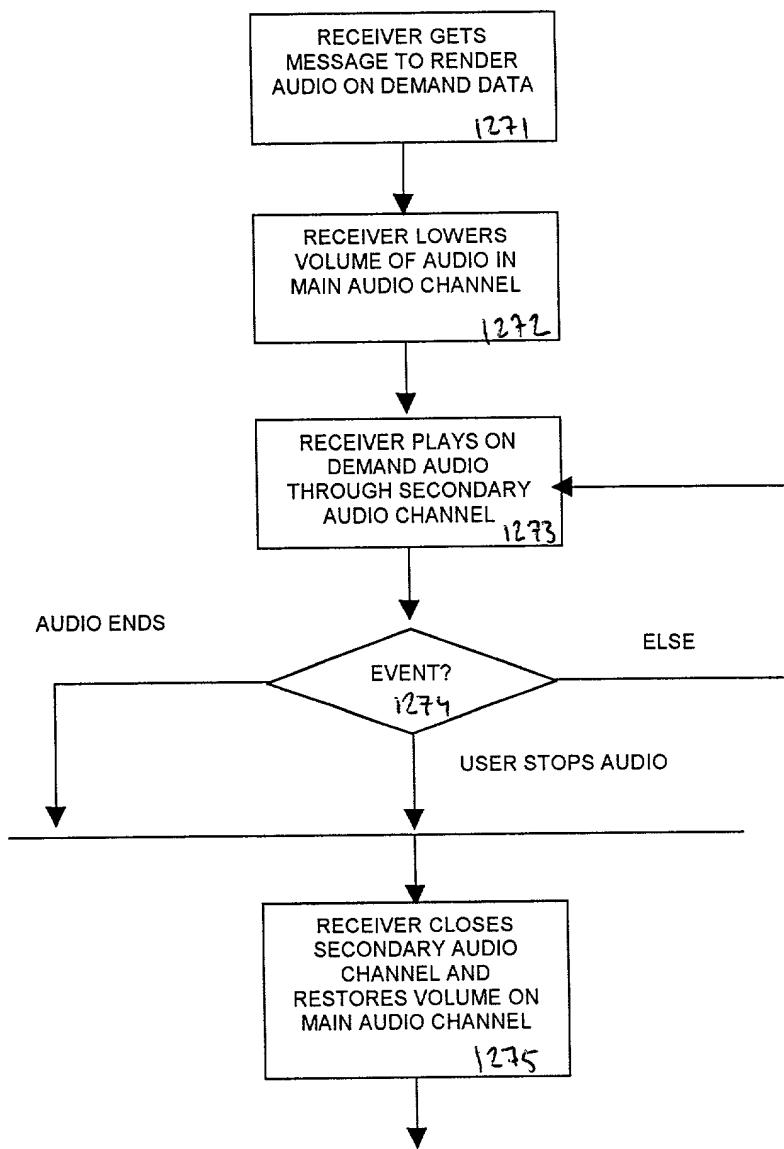


FIG. 12I

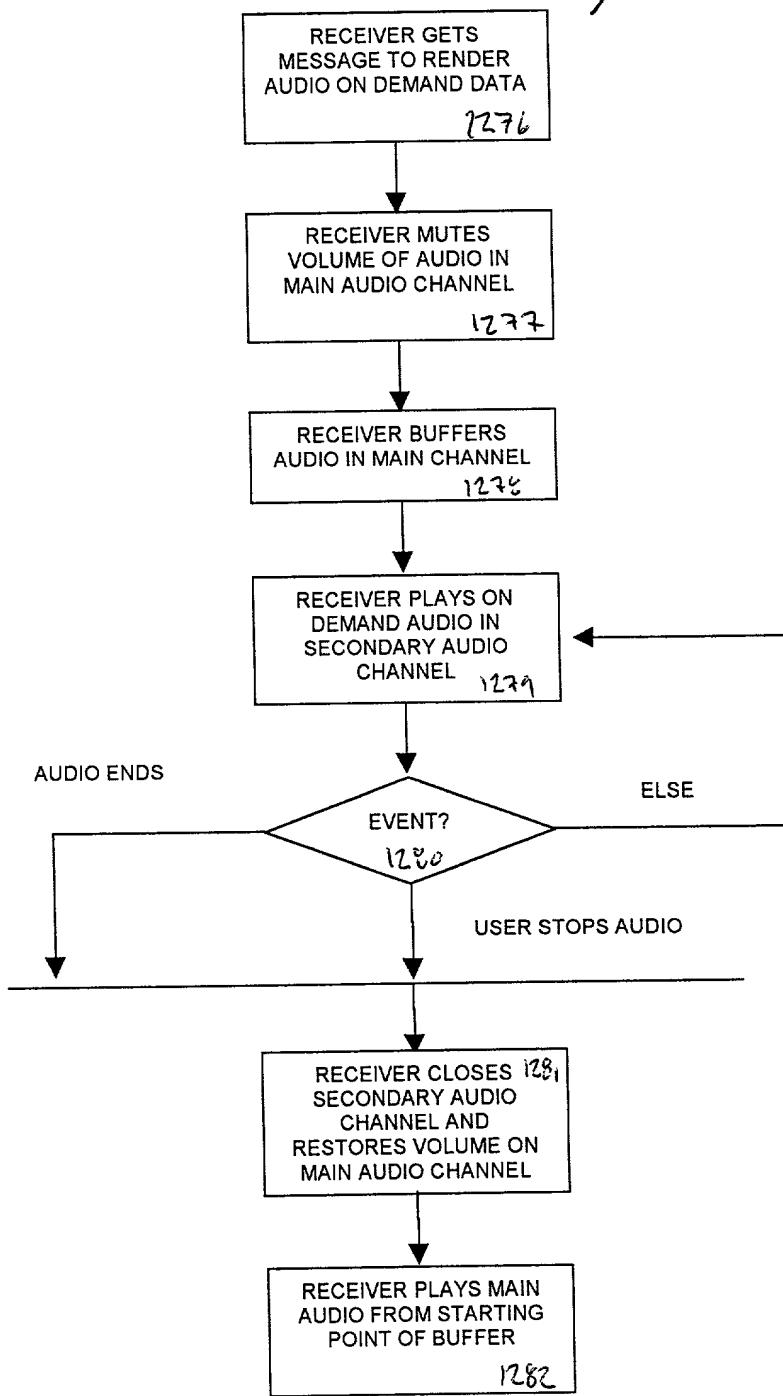


FIG. 12J

1290

```
<!ELEMENT DigitalCopySet ( id | name | ttl | cut | DigitalCopy+ )*>
<!ATTLIST DigitalCopySet frame NMTOKEN #IMPLIED>
<!ELEMENT id ( #PCDATA )>
<!ELEMENT name ( #PCDATA )>
<!ELEMENT ttl ( #PCDATA )>
<!ELEMENT cut (#PCDATA )>

<!ENTITY % DigitalCopy.dtd SYSTEM "getResource://DigitalCopy.dtd">
%DigitalCopy.dtd;
```

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FIG. 12K

1291

```
<!ELEMENT DigitalCopy ( DisplayData | minTimeLength | optimalTimeLength )* >
<!ATTLIST DigitalCopy name CDATA #REQUIRED >
<!ATTLIST DigitalCopy id NMTOKEN #IMPLIED>

<!ELEMENT DisplayData ( #PCDATA )>
<!ATTLIST DisplayData type CDATA #REQUIRED >

<!ELEMENT minTimeLength ( #PCDATA )>
<!ELEMENT optimalTimeLength ( #PCDATA )>
```

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FIG. 12L

- 12a2

```
<?xml version="1.0" encoding="UTF-8"?>
<!DOCTYPE DigitalCopySet PUBLIC "-//Impulse Radio, Inc./DTD
DigitalCopySet//EN"
    "getResource://DigitalCopySet.dtd">
<DigitalCopySet frame="right">
    <name>Big_Als</name>
    <ttl>98765320000</ttl>
    <DigitalCopy id="0" name="Big Al's - open">
        <DisplayData type="text/html">&lt;body leftmargin="0" topmargin="0"&gt; &lt;table&gt; &lt;tr&gt;
            &lt;td&gt; &lt;img src="http://www.impulseradio.com/images/big_als.gif" /&gt;
        &lt;/td&gt; &lt;/tr&gt; &lt;/table&gt; &lt;/body&gt;</DisplayData>
        <optimalTimeLength>5000</optimalTimeLength>
    </DigitalCopy>
    <DigitalCopy id="0" name="Big Al's - copy1">
        <DisplayData type="text/html">&lt;body leftmargin="0" topmargin="0"&gt; &lt;table&gt; &lt;tr&gt;
            &lt;td&gt; &lt;img src="http://www.impulseradio.com/images/big_als_bg.gif" /&gt;
        &lt;/td&gt; &lt;/tr&gt; &lt;/table&gt; &lt;/body&gt;</DisplayData>
        <optimalTimeLength>15000</optimalTimeLength>
    </DigitalCopy>
    <DigitalCopy id="0" name="Big Al's - close">
        <DisplayData type="text/html">&lt;body leftmargin="0" topmargin="0"&gt; &lt;table&gt; &lt;tr&gt;
            &lt;td&gt; &lt;img src="http://www.impulseradio.com/images/big_als.gif" /&gt;
        &lt;/td&gt; &lt;/tr&gt; &lt;/table&gt; &lt;/body&gt;</DisplayData>
        <optimalTimeLength>10000</optimalTimeLength>
    </DigitalCopy>
</DigitalCopySet>
```

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FIG. 12M

Detail ID	DigCopyPool_StartMillis	DigCopyPool_EndMillis	AudioCopyPool_Order_Detail_ID	DigitalFrame_ID	DigitalFrame_Detail_ID	DigCopyPool_Quantity	DigCopyPool_Weight	DigCopyPool_Set_ID	DigCopyPool_MinSpacing	DigCopyPool_CompSpecs
137421	139438	9.8603E+11	9.8603E+11	301	1	100268	1	60000	10.19	60000
137420	139437	9.85997E+11	9.85997E+11	301	1	100268	1	60000	10.19	60000
137419	139436	9.86515E+11	9.86515E+11	300	1	100268	1	60000	2.15	60000
137510	139527	9.86515E+11	9.86515E+11	301	1	100268	1	60000	10.19	60000
137418	139435	9.86429E+11	9.86429E+11	300	1	100263	1	60000	2.15	60000
137509	139526	9.85997E+11	9.85997E+11	301	1	100268	1	60000	10.19	60000
137417	139434	9.86342E+11	9.86342E+11	300	1	100263	1	60000	2.15	60000
137508	139525	9.8603E+11	9.8603E+11	301	1	100268	1	60000	10.19	60000
137416	139433	9.86525E+11	9.86525E+11	300	1	100263	1	60000	2.15	60000
137419	139436	9.8617E+11	9.8617E+11	300	1	100263	1	60000	2.15	60000
137418	139435	9.86256E+11	9.86256E+11	300	1	100263	1	60000	2.15	60000
137417	139434	9.86342E+11	9.86342E+11	301	1	100268	1	60000	10.19	60000
137484	139471	9.8617E+11	9.8617E+11	300	1	100263	1	60000	2.15	60000
137416	139493	9.88429E+11	9.88429E+11	300	1	100263	1	60000	2.15	60000

FIG. 12A

1294

1294A

12943

12940

129410

DC_SET_ID	DC_SET_NAME	DC_SET_FRAME	DC_LASTUPDATE
100259	Santana	left	9.86999E+11
100260	Shania	left	9.86999E+11
100261	Hertz	right	9.87003E+11
100262	Budweiser	right	9.87003E+11
100263	Nextel_15second_A	bottom	9.87004E+11
100264	Nextel_15second_B	bottom	9.87004E+11
100265	Nextel_15second_B	bottom	9.87004E+11
100266	Nextel_30second	bottom	9.87004E+11
100267	Dunkin_30second_A	bottom	9.87005E+11
100268	Dunkin_15second	bottom	9.87005E+11
100269	Dunkin_30second_A	bottom	9.87006E+11
100270	Dunkin_30second_B	bottom	9.87006E+11
100271	DiscountFurnitureDirect	right	9.87006E+11
100272	Sleepers	right	9.87006E+11
100223	Nextel Data Traffic		9.86746E+11
100224	Nextel Morning Drive		9.86751E+11
100225	Nextel By Time		9.86751E+11
100273	Big_Als	right	9.87006E+11
100274	Sunrise	right	9.87006E+11
100275	Zieglers	right	9.87006E+11
100276	BMW	right	9.87006E+11
100230	ichi-Bahn PAD Morning Drive		9.86752E+11
100277	BMW_second	bottom	9.87006E+11
100278	BMW	right	9.87006E+11
100279	Hertz	right	9.87006E+11
100280	Hertz_second	bottom	9.87006E+11
100281	Hertz_second	bottom	9.87006E+11
100297	Budweiser	right	9.87273E+11
100298	DiscountFurnitureDirect	right	9.87273E+11

12953 12954 12955 12956 12957 12958 12959 12960

Picture ID	Picture Name	Picture Description	Picture Date	Picture Score
100754	Gray - fact2		0	10000
100755	Gray - fact3		0	10000
100756	Knopfler - open		0	15000
100757	Knopfler - fact1		0	10000
100758	Knopfler - fact2		0	10000
100759	Knopfler - fact3		0	10000
100760	Santana - open		0	15000
100761	Santana - fact1		0	10000
100762	Santana - fact2		0	10000
100763	Santana - fact3		0	10000
100764	Shania - open		0	15000
100765	Shania - fact1		0	10000
100766	Shania - fact2		0	10000
100767	Shania - fact3		0	2500
100768	Hertz - opening		0	1000
100769	Hertz - special1		0	1000
100770	Hertz - special2		0	1000
100771	Hertz - special3		0	1000
100772	Hertz - special4		0	1500
100773	Hertz - closing1		0	1000
100774	Hertz - closing2		0	6000
100775	Hertz - closing3		0	5000
100776	Bud - open		0	7500
100777	Bud - copy1		0	7500
100778	Bud - copy2		0	7500
100779	Bud - copy3		0	2500
100780	Bud - close		0	5000
100781	Nextel - open		0	3000
100782	Nextel - body1		0	3000
100783	Nextel - body2		0	3000
100784	Nextel - body3		0	3000
100785	Nextel - close		0	1000

FIG. 128

1296

1296A

1296B

1296C

1296D

DC SET ID	DC SET ID	DC SET ID	DETAILS SEQ	DIGITAL COPY ID
985	100257		3	100754
986	100257		4	100755
987	100258		1	100756
988	100258		2	100757
989	100258		3	100758
990	100258		4	100759
991	100259		1	100760
992	100259		2	100761
993	100259		3	100762
994	100259		4	100763
995	100260		1	100764
996	100260		2	100765
997	100260		3	100766
998	100260		4	100767
999	100261		1	100768
1000	100261		2	100769
1001	100261		3	100770
1002	100261		4	100771
1003	100261		5	100772

FIG. 12Q

1296

1296A

1296B

1296C

1296D

DC DISPLAY ID	DIGITALCOPY ID	DISPLAY TYPE	CDATA
10001	754	text/html	<html> </html>
10002	755	text/html	<html> </html>
10003	756	text/html	<html> </html>

1296A
1296B
1296C
1296D

FIG. 12R

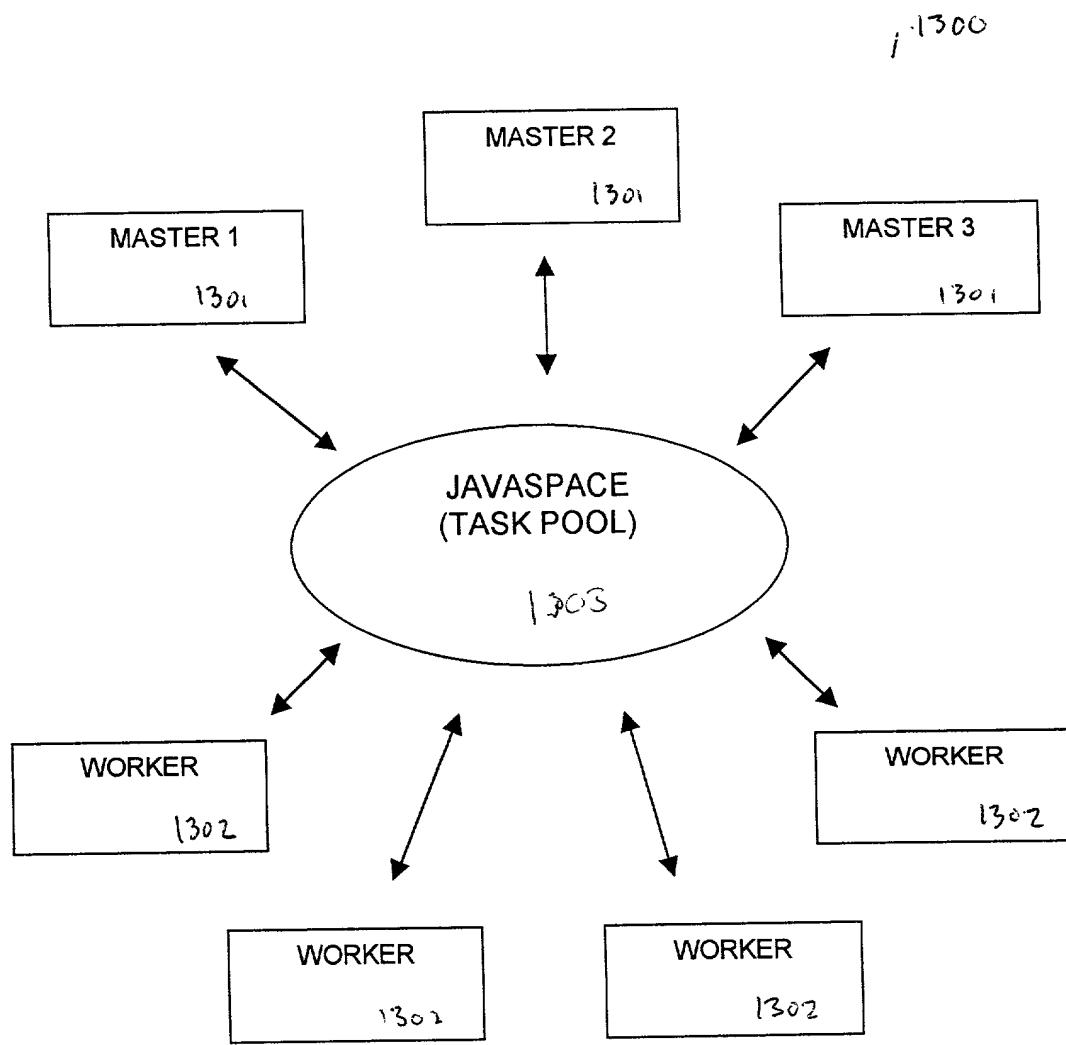


FIG. 13A

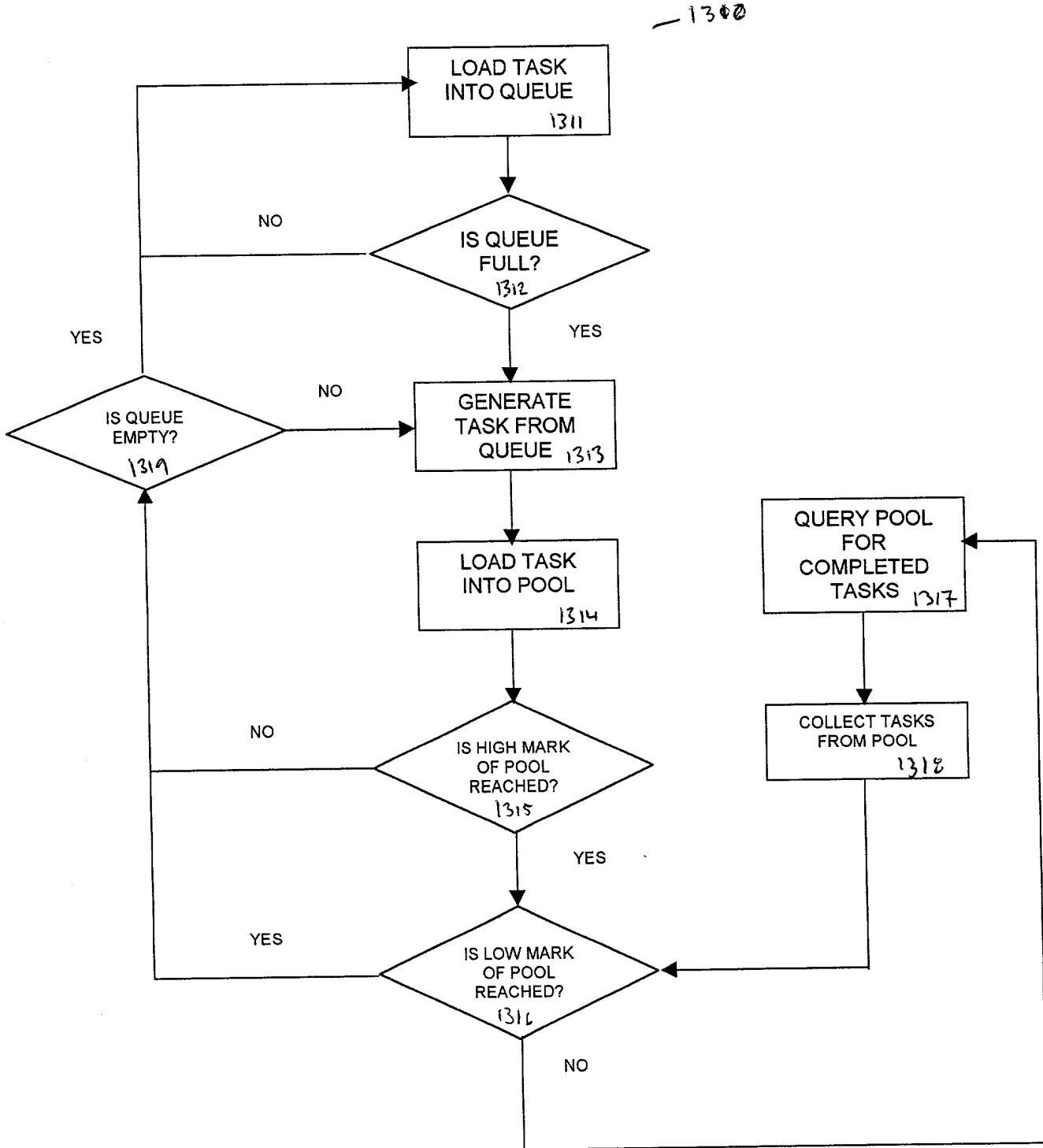


FIG. 13B

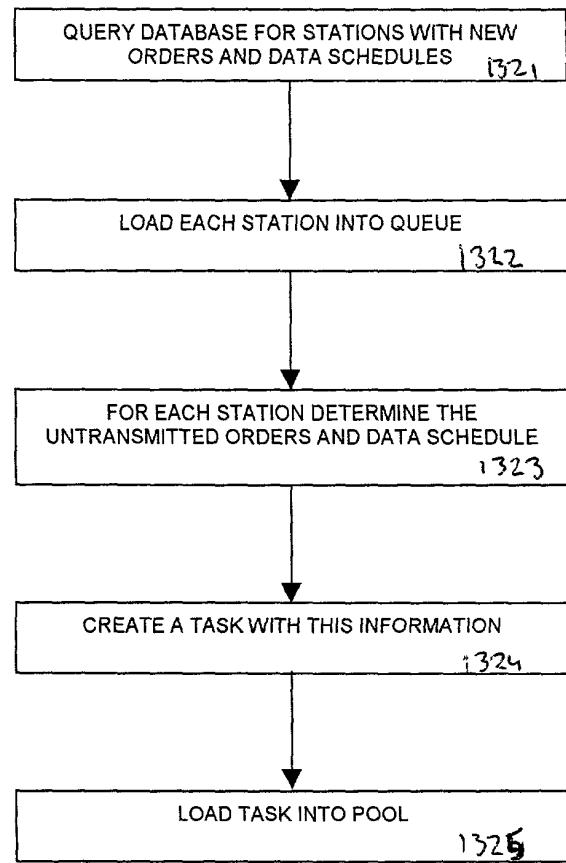


FIG. 13C

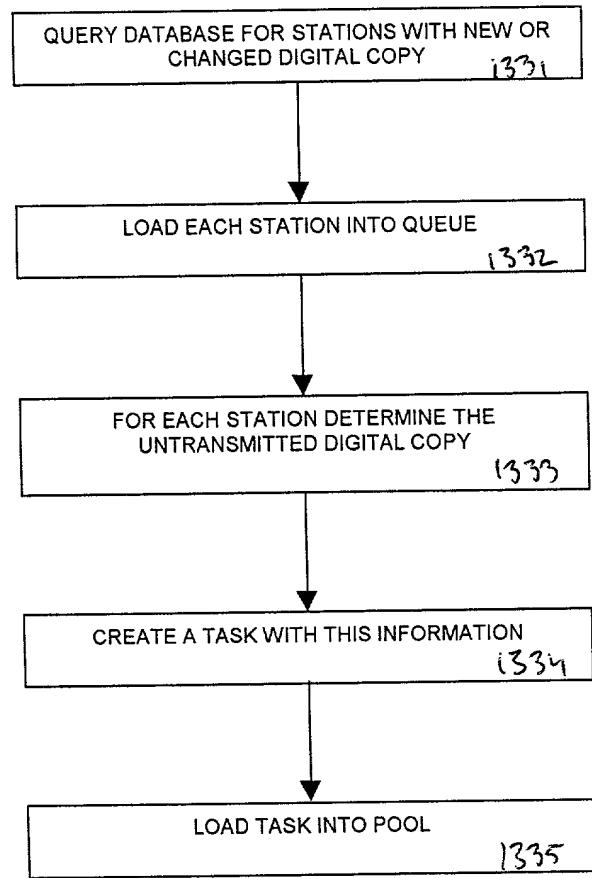


FIG. 13D

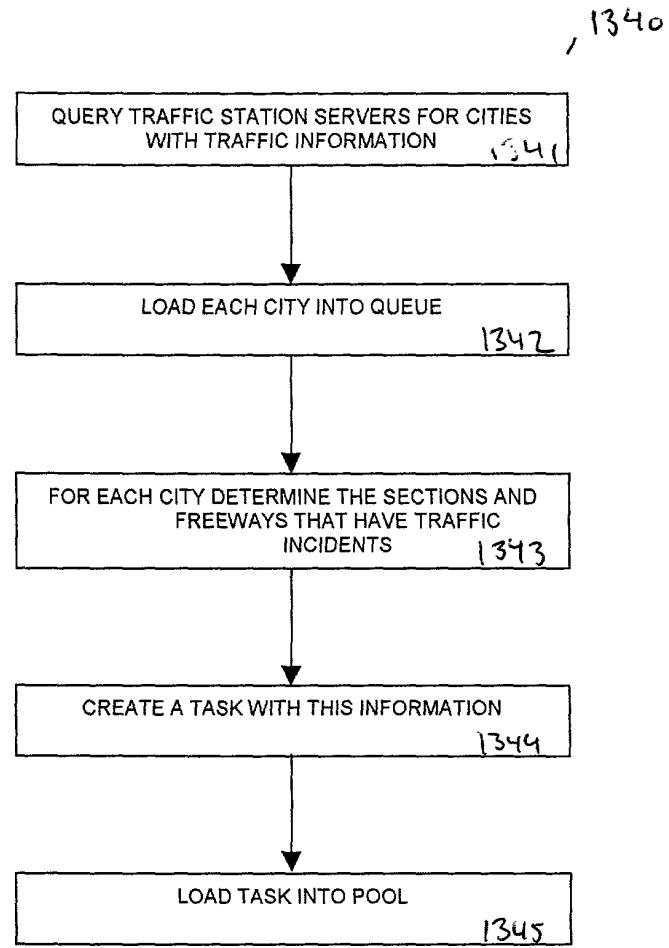


FIG. 13E

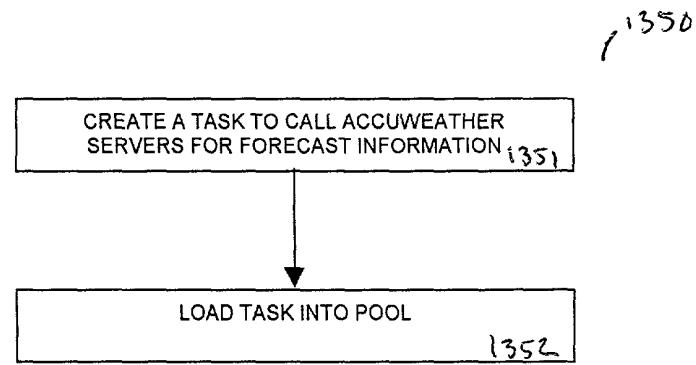


FIG. 13F

1360

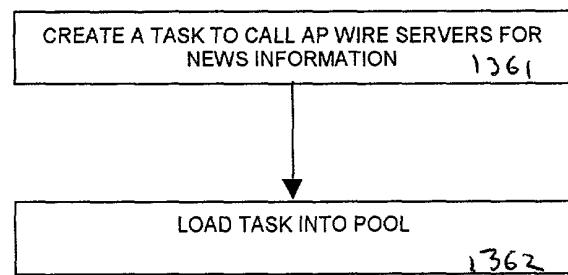


FIG. 13G

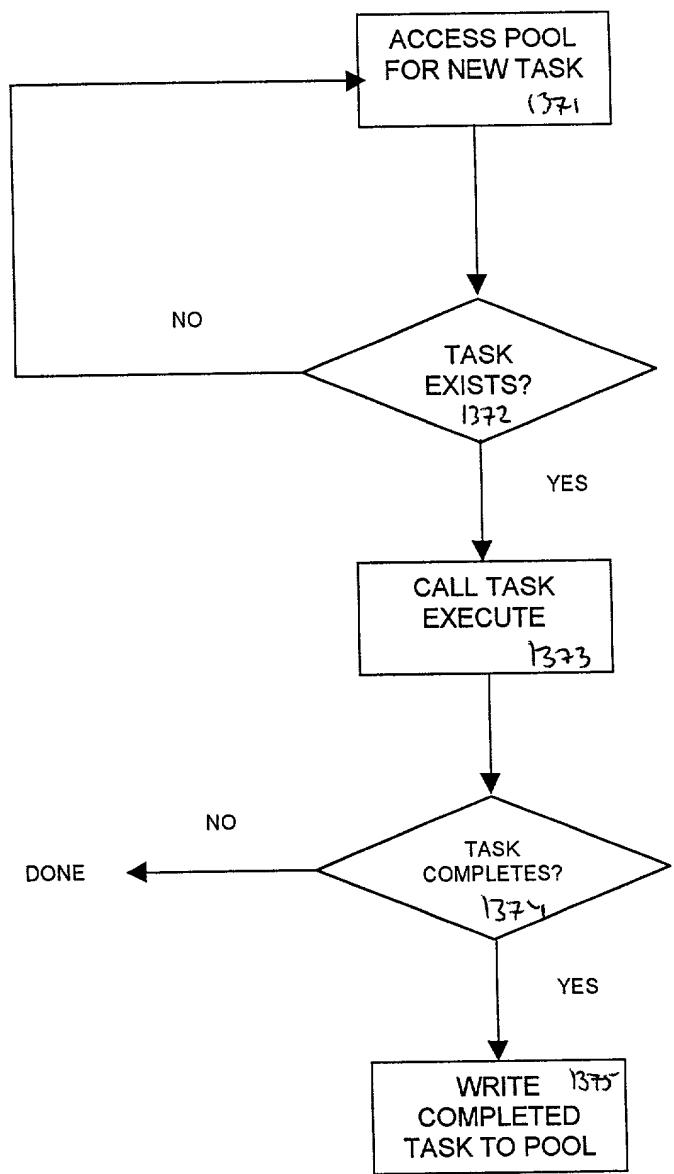


FIG. 13H

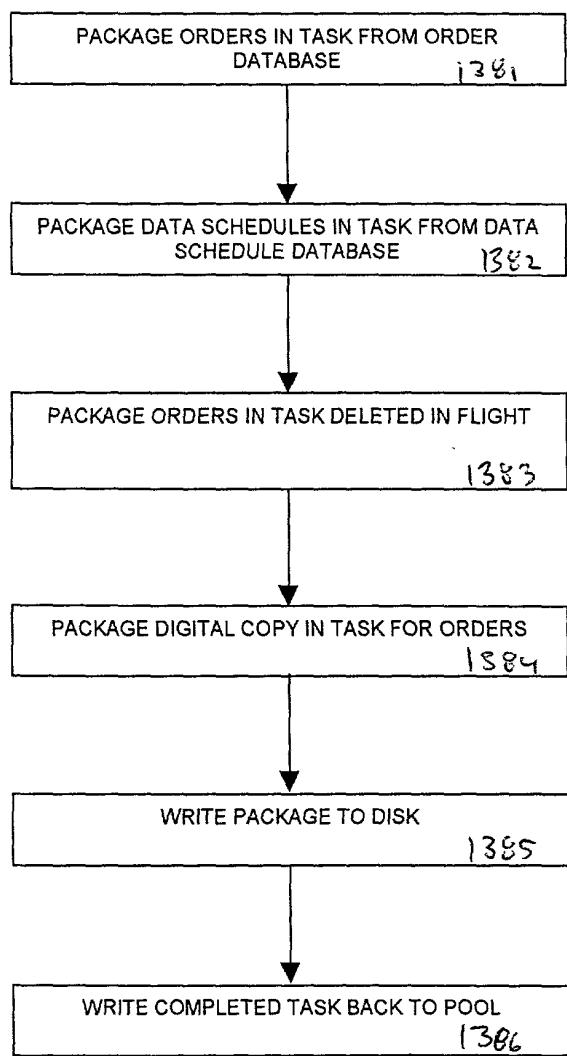


FIG. 13I

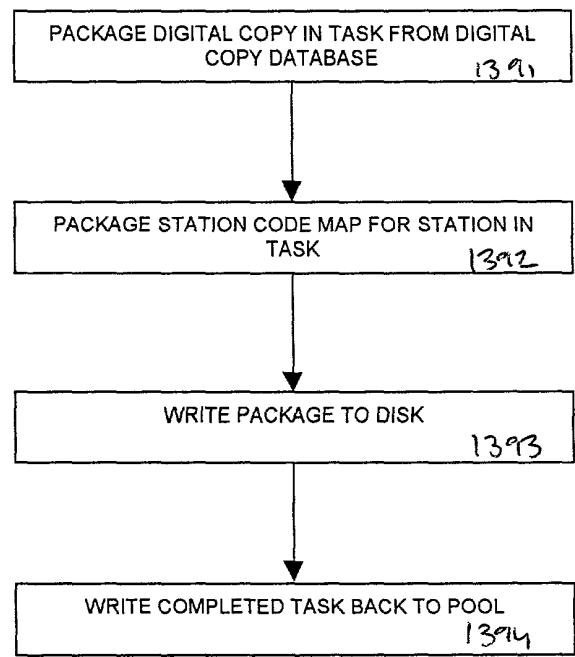


FIG. 13J

1400

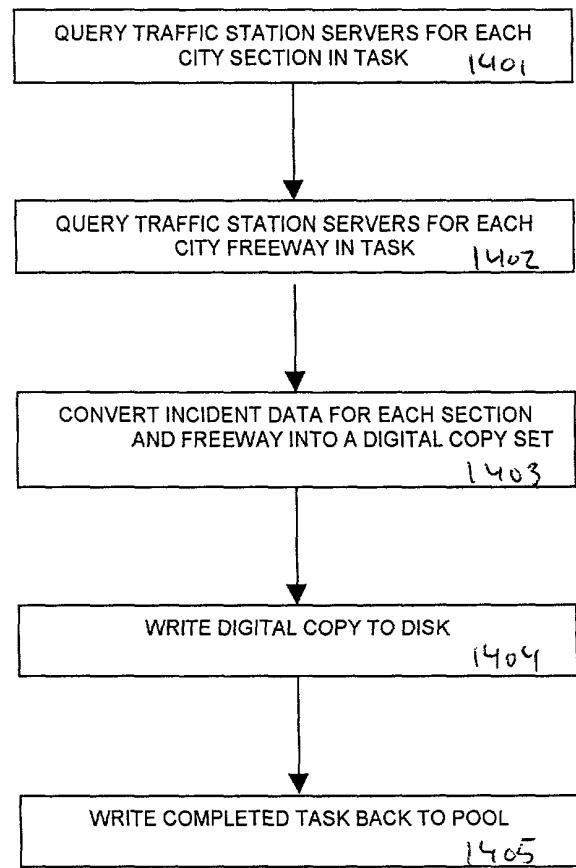


FIG. 13K

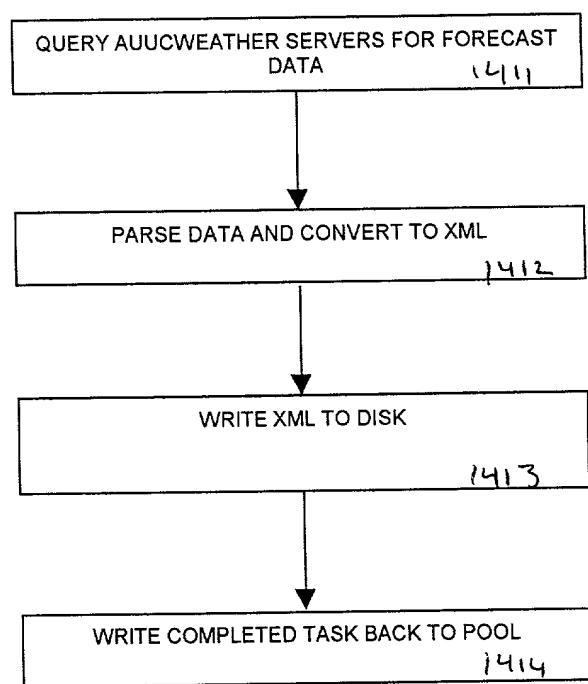


FIG. 13L

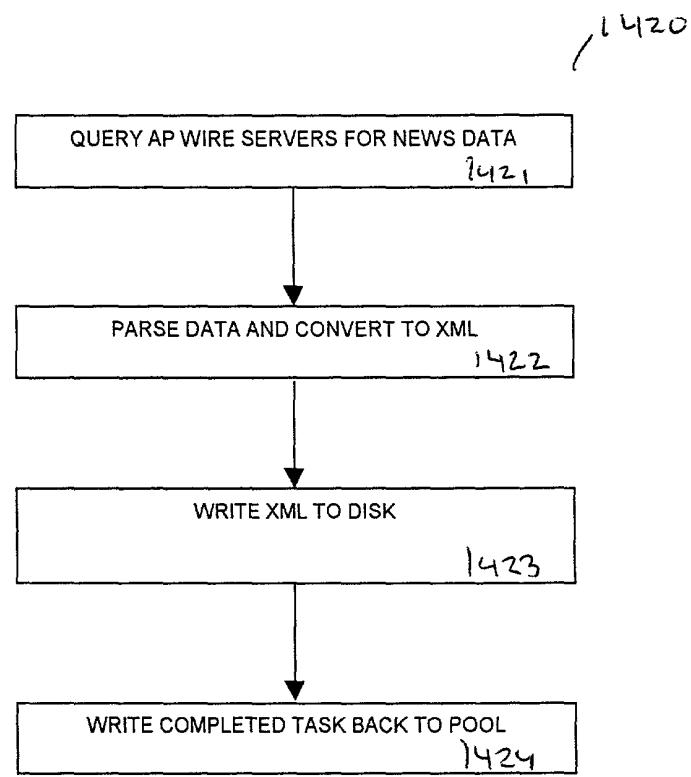


FIG. 13M

1425

```
<!ELEMENT DataPackage ( SchemaDef | data )>
<!ATTLIST DataPackage index NMTOKEN #IMPLIED>

<!ELEMENT SchemaDef ( table | layout ) #REQUIRED >

<!ELEMENT table ( #PCDATA ) #REQUIRED >
<!ELEMENT layout ( #PCDATA ) #REQUIRED >

<!ELEMENT data ( #PCDATA ) #REQUIRED >
<!ATTLIST data bytesize NMTOKEN #IMPLIED>
```

CONFIDENTIAL

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FIG. 13N

1430

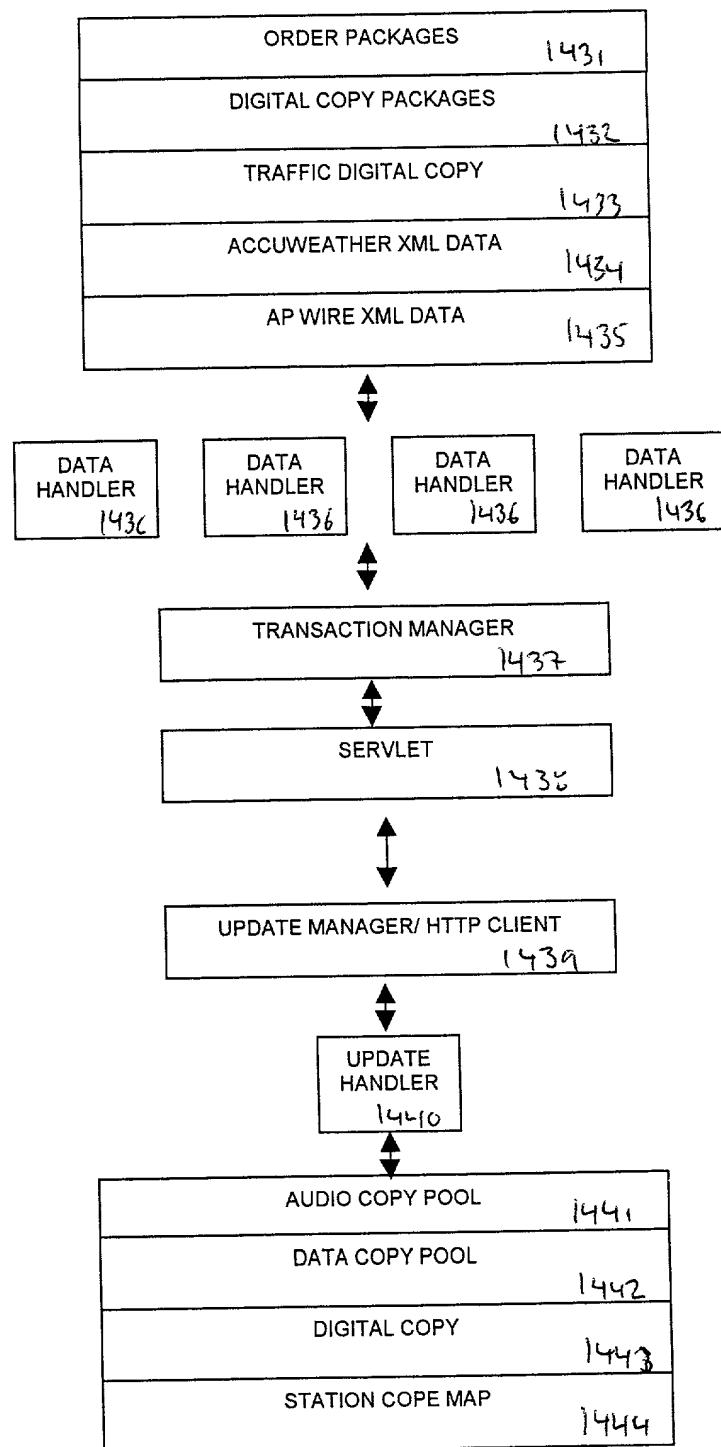


FIG. 14A

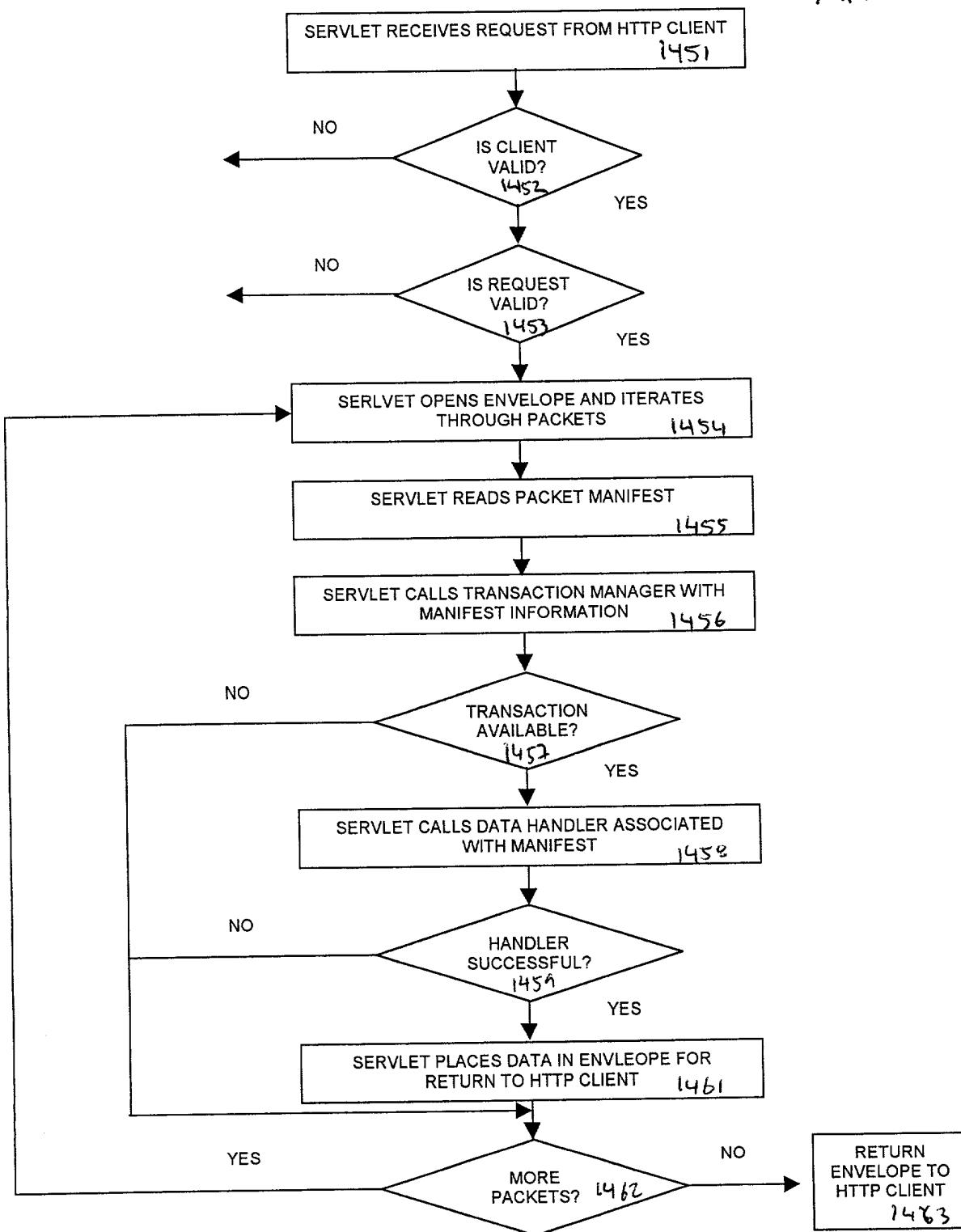


FIG. 14B

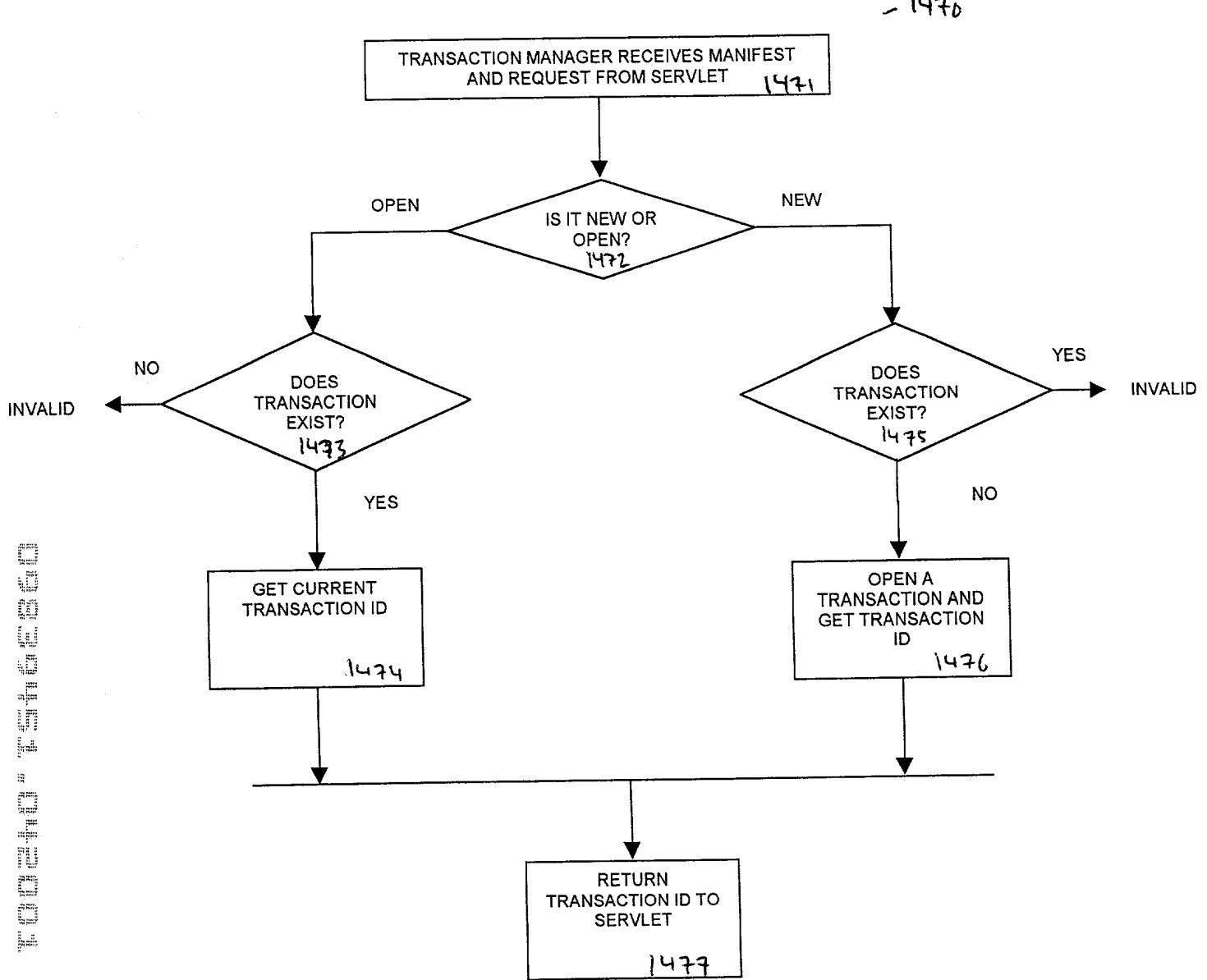


FIG. 14C

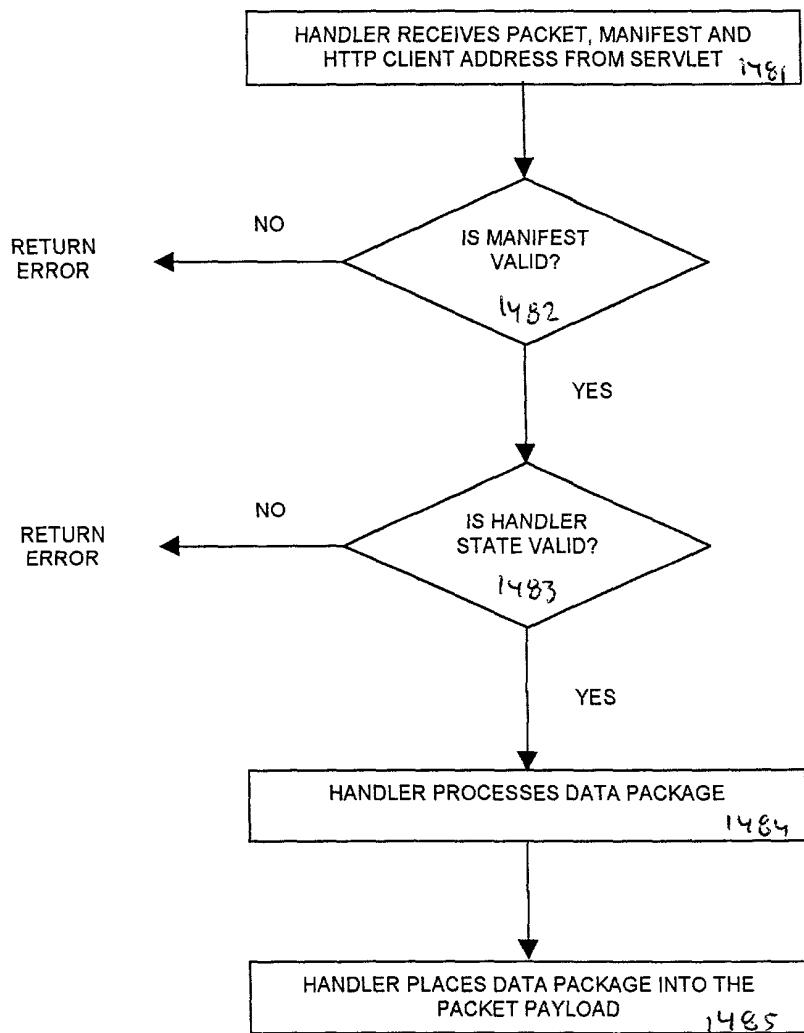


FIG. 14D

11490

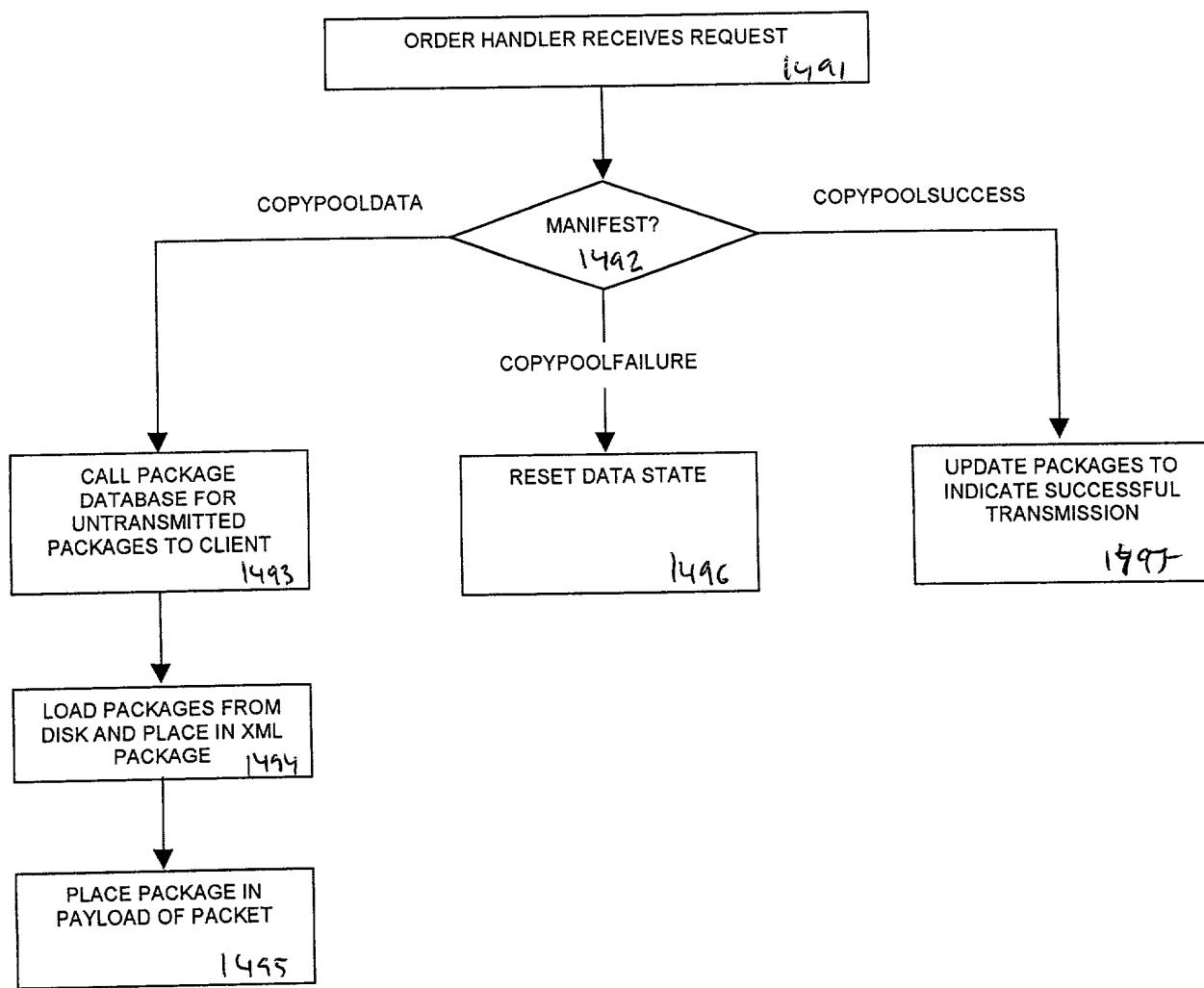


FIG. 14E

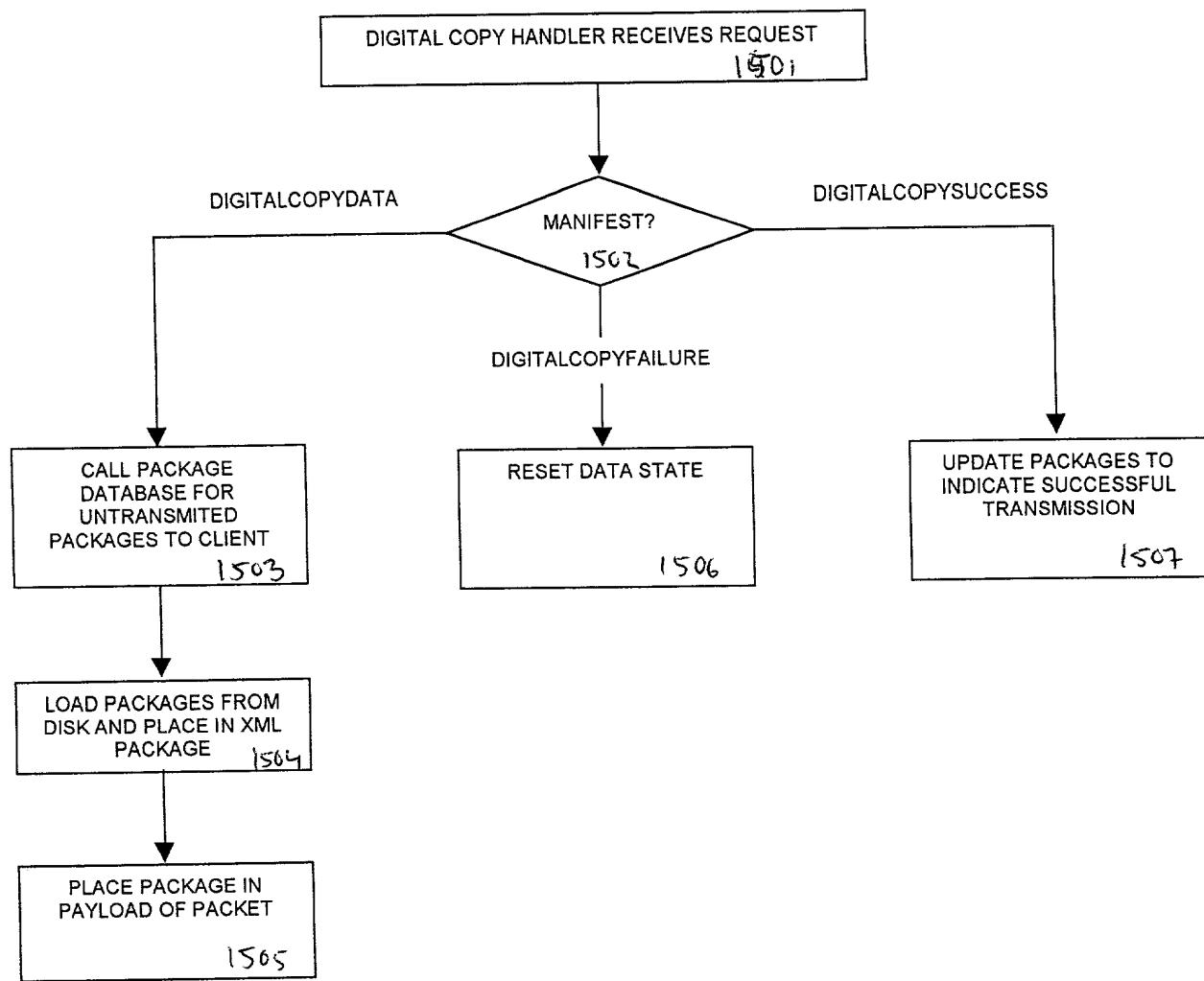


FIG. 14F

1510

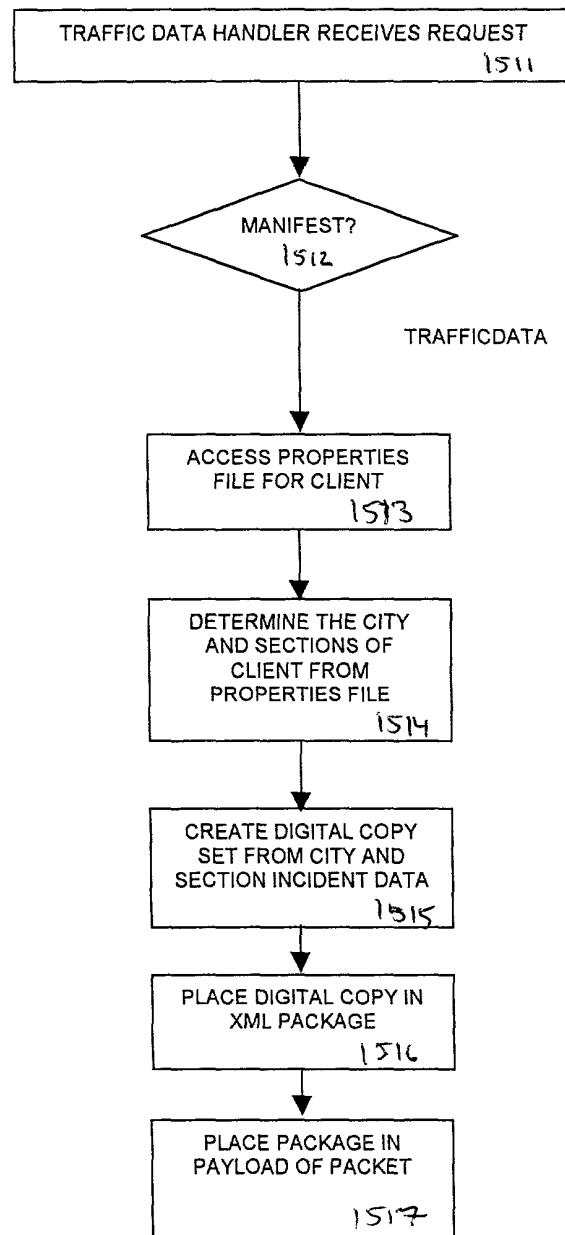


FIG. 14G

11520

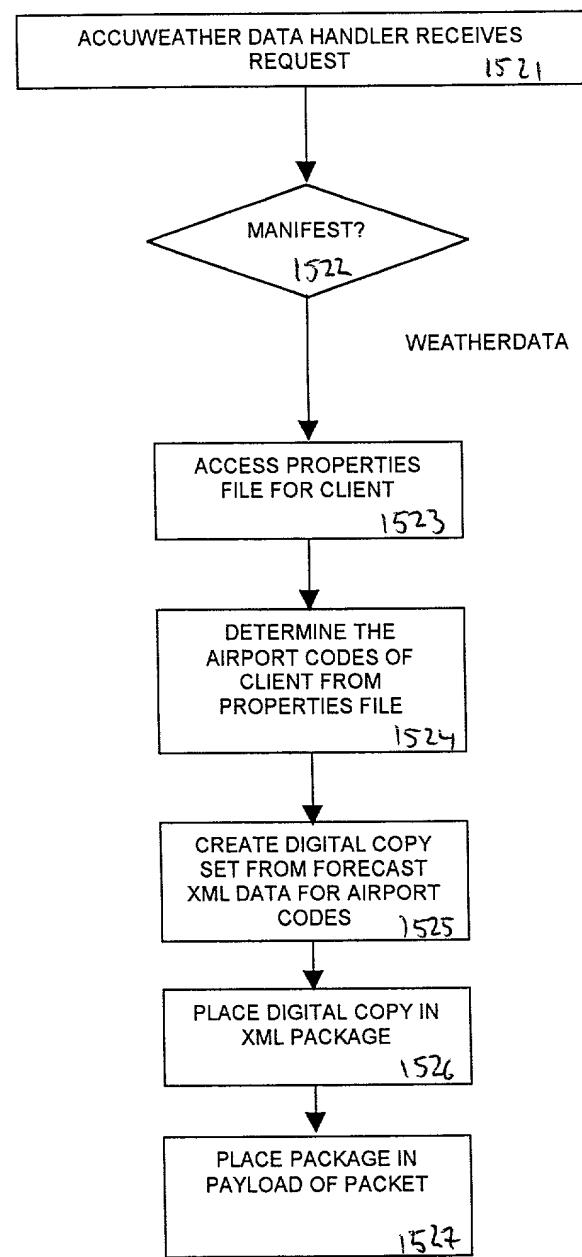


FIG. 14H

1530

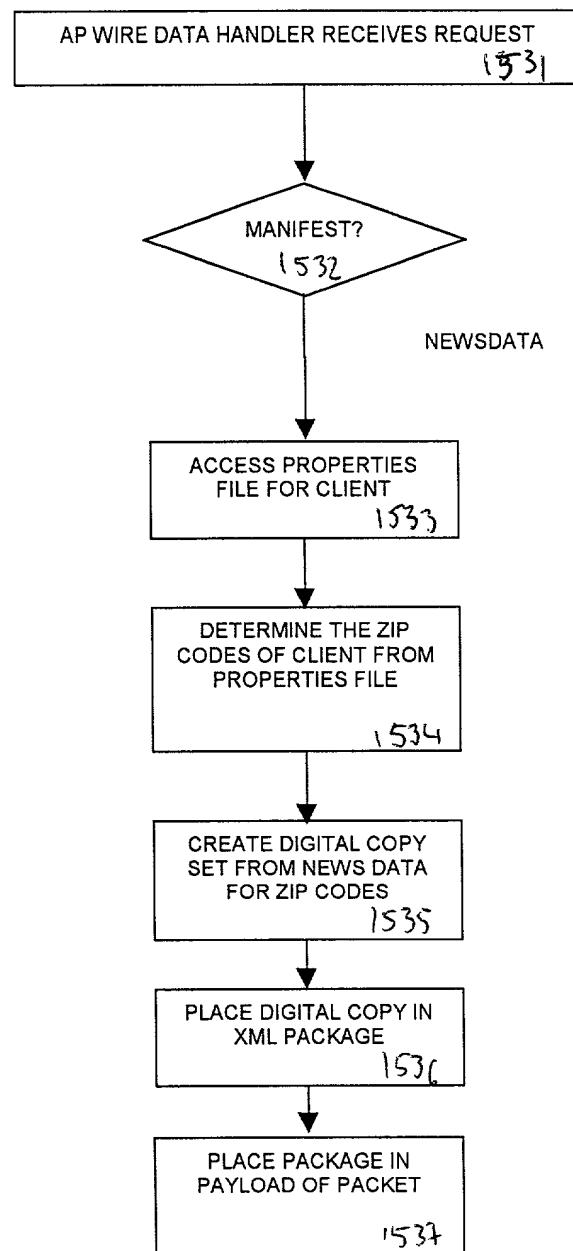


FIG. 14I

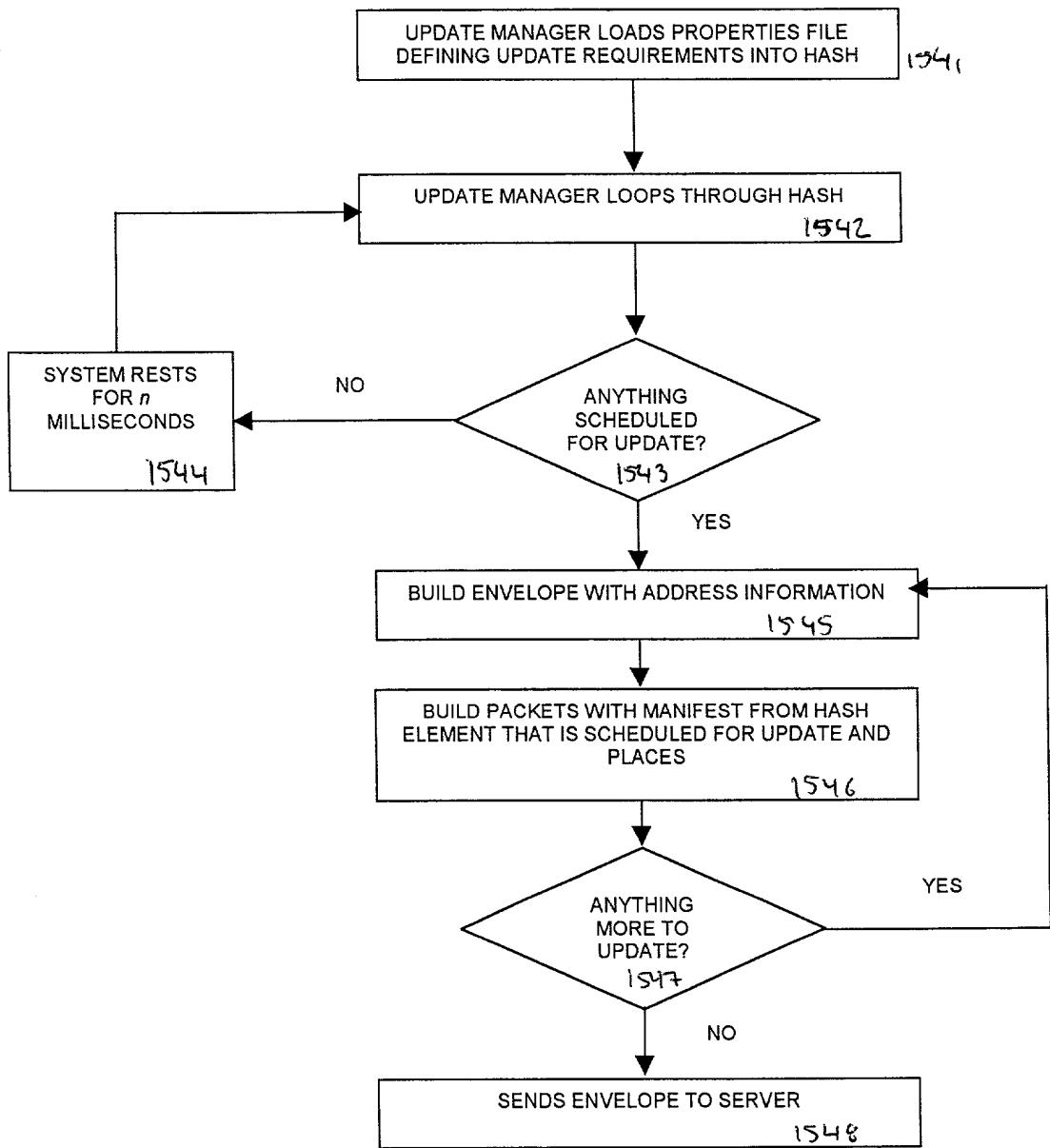


FIG. 14J

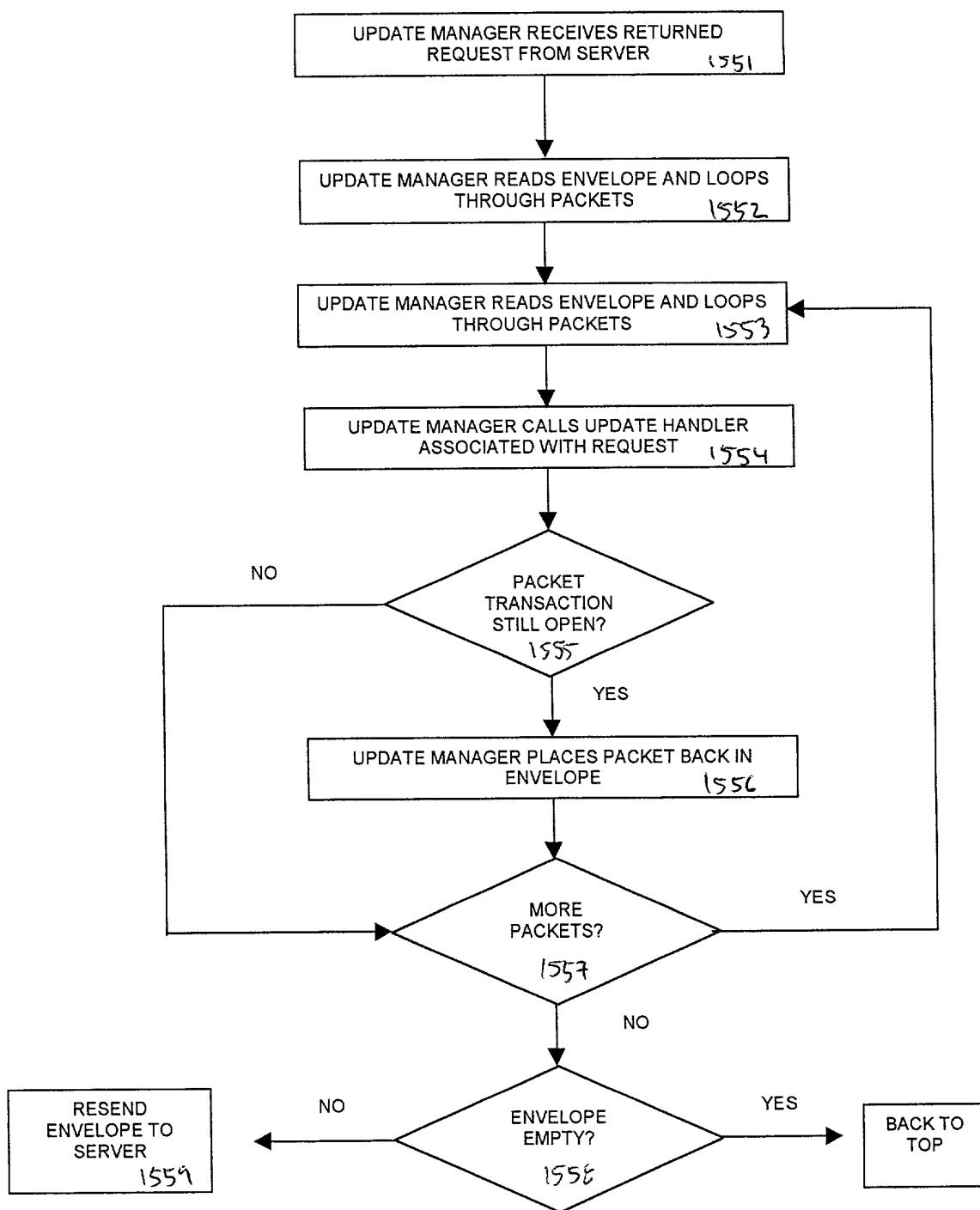


FIG. 14J1

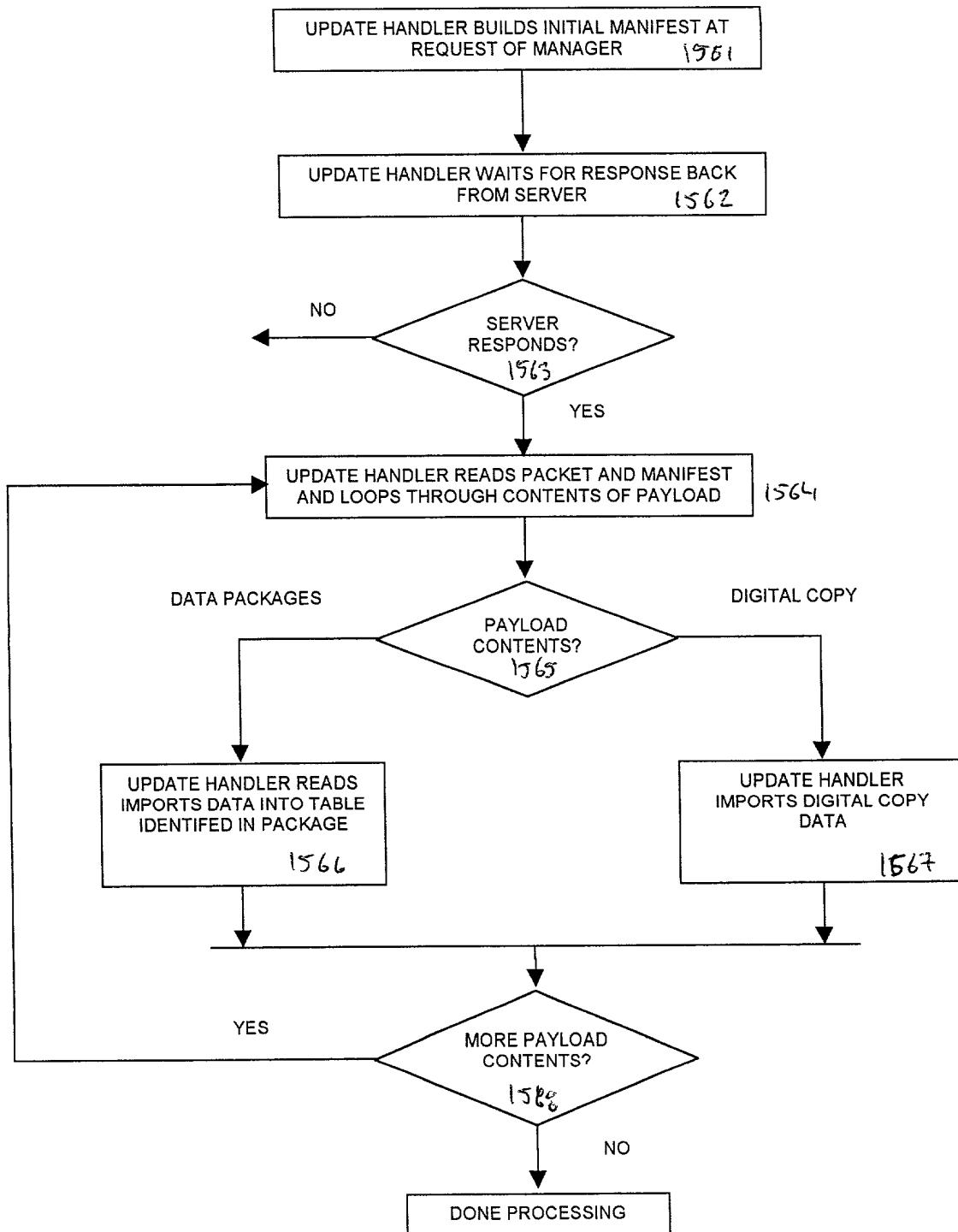


FIG. 14K

```
<!ELEMENT Envelope ( AddressInfo | Packet* )>  
  
<!ELEMENT AddressInfo ( Sender | credential | recipient ) #REQUIRED >  
  
<!ELEMENT Sender ( #PCDATA ) #REQUIRED >  
<!ELEMENT credential ( #PCDATA ) #REQUIRED >  
<!ELEMENT recipient ( #PCDATA ) #REQUIRED >  
  
<!ELEMENT Packet ( PacketInfo | payload ) #REQUIRED >  
  
<!ELEMENT PacketInfo ( packetTransID | manifest | type ) #REQUIRED >  
  
<!ELEMENT packetTransID ( #PCDATA ) #REQUIRED >  
<!ELEMENT manifest ( #PCDATA ) #REQUIRED >  
<!ELEMENT type ( #PCDATA ) #REQUIRED >  
  
<!ELEMENT payload ( #PCDATA ) #REQUIRED >
```

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FIG. 14L

```
<?xml version="1.0" encoding="UTF-8"?>
<Envelope>
  <AddressInfo>
    <Sender>2</Sender>
    <credential>qazxsw23edcvfr45tgbnhy67ujmki890ed21</credential>
    <Recipient>192.168.0.1/servlets/BBserver</Recipient>
  </AddressInfo>
  <Packet>
    <PacketInfo>
      <packetTransID>985971169074</packetTransID>
      <manifest>DIGITALCOPYPACKAGE</manifest>
      <type>1</type>
    </PacketInfo>
    <payload>&lt;?xml
version='1.0'
encoding='UTF-8'?&gt;
&lt;Request&gt;DIGITALCOPYPACKAGE&lt;/Request&gt;
    </payload>
  </Packet>
</Envelope>
```

— 1571

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FIG. 14M

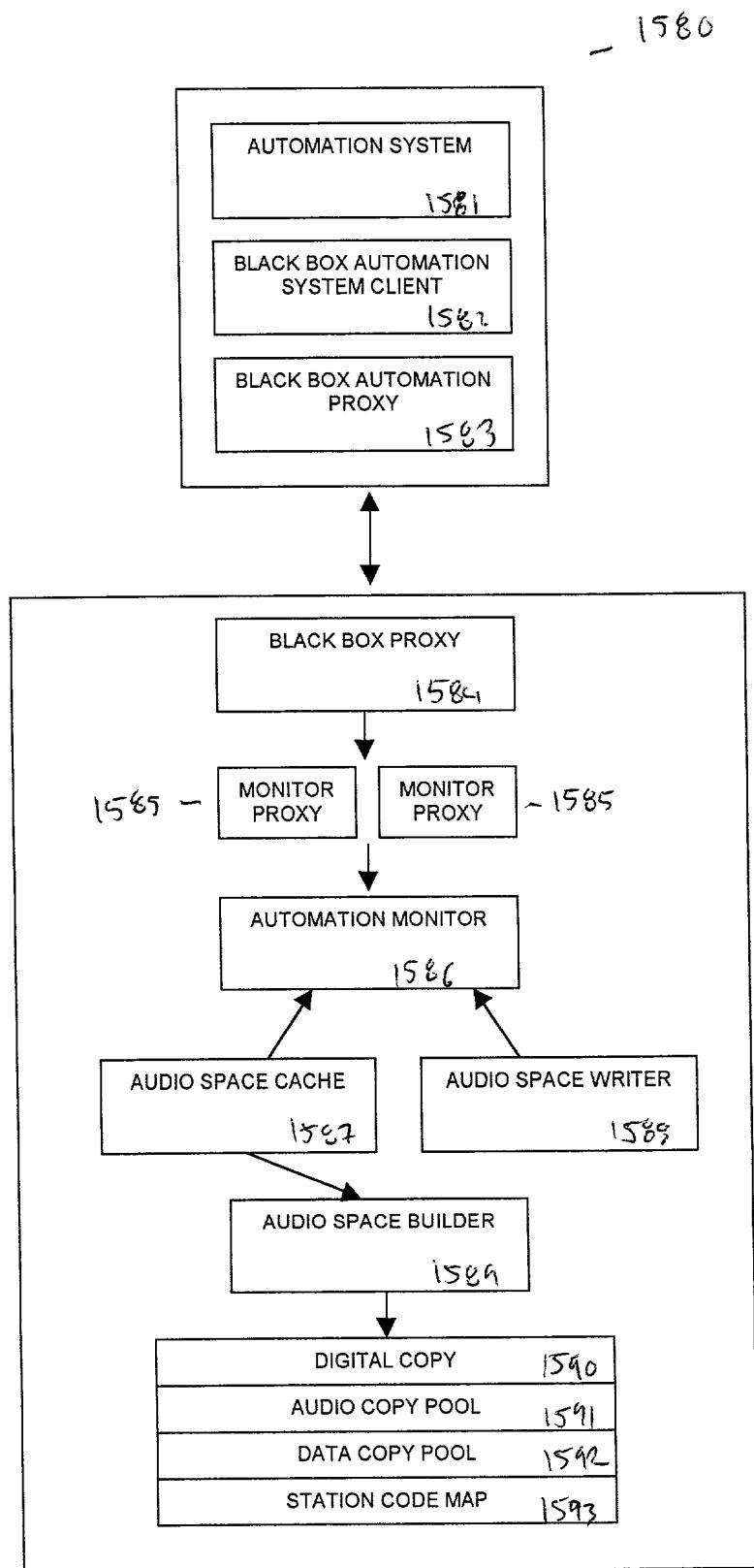


FIG. 15A

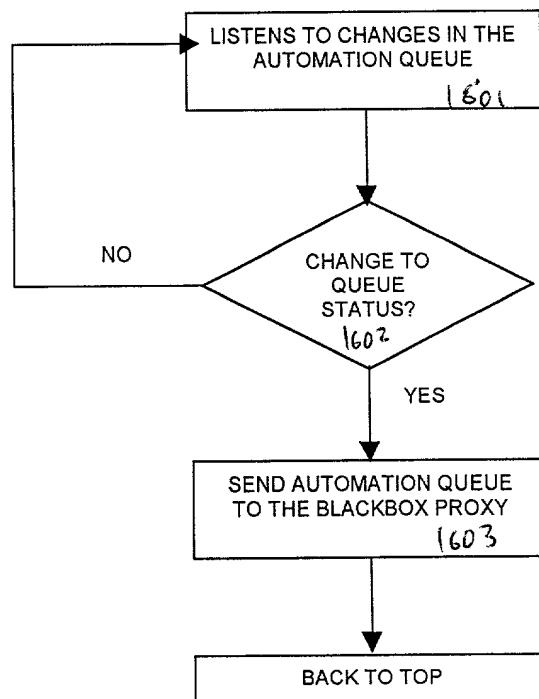


FIG. 15B

1610

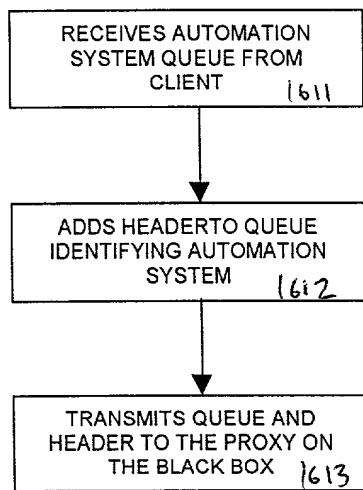


FIG. 15C

-1620

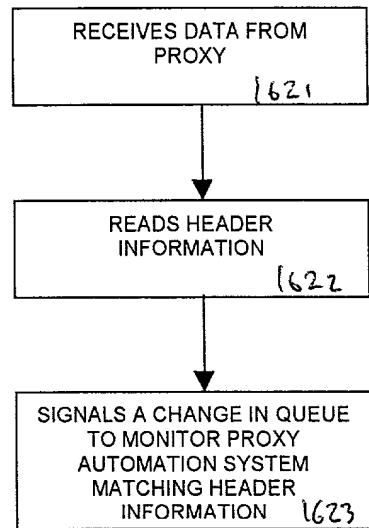


FIG. 15D

1630

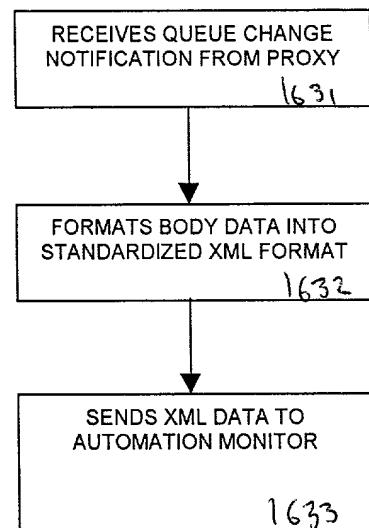


FIG. 15E

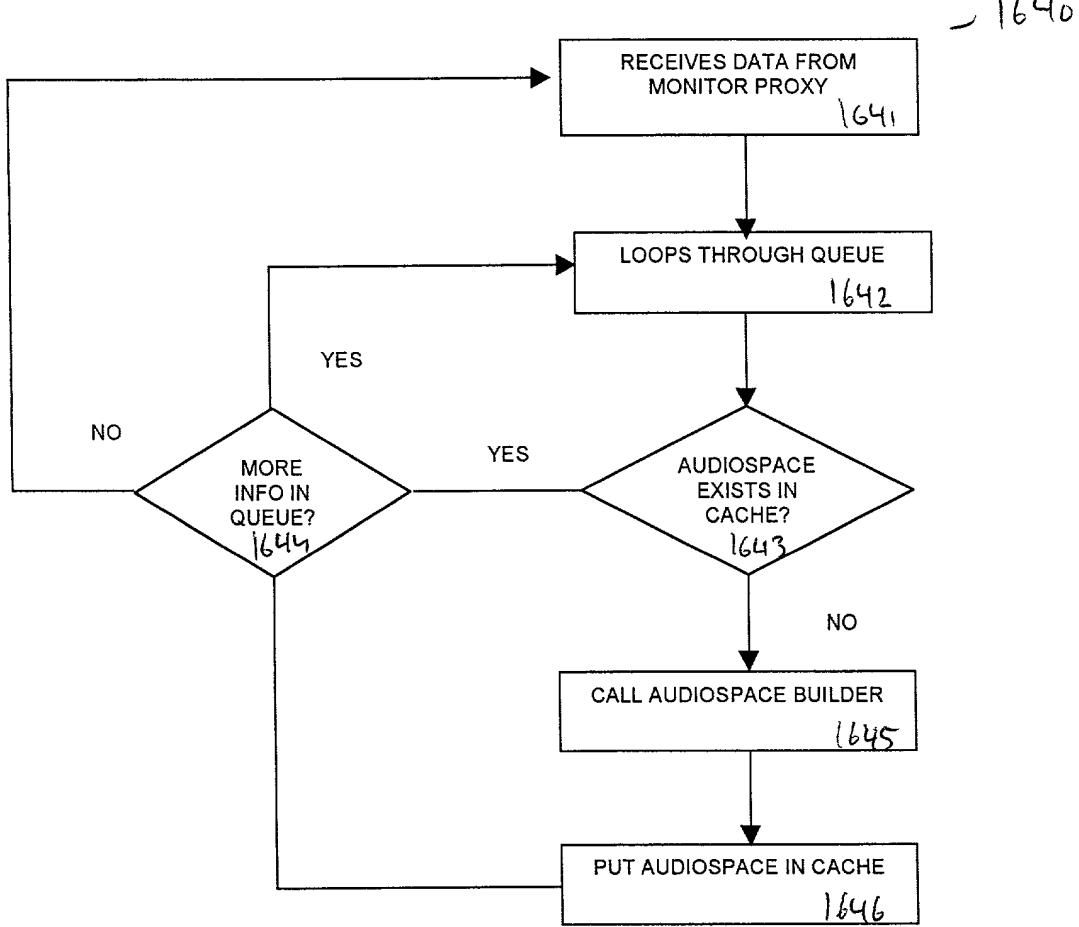


FIG. 15F

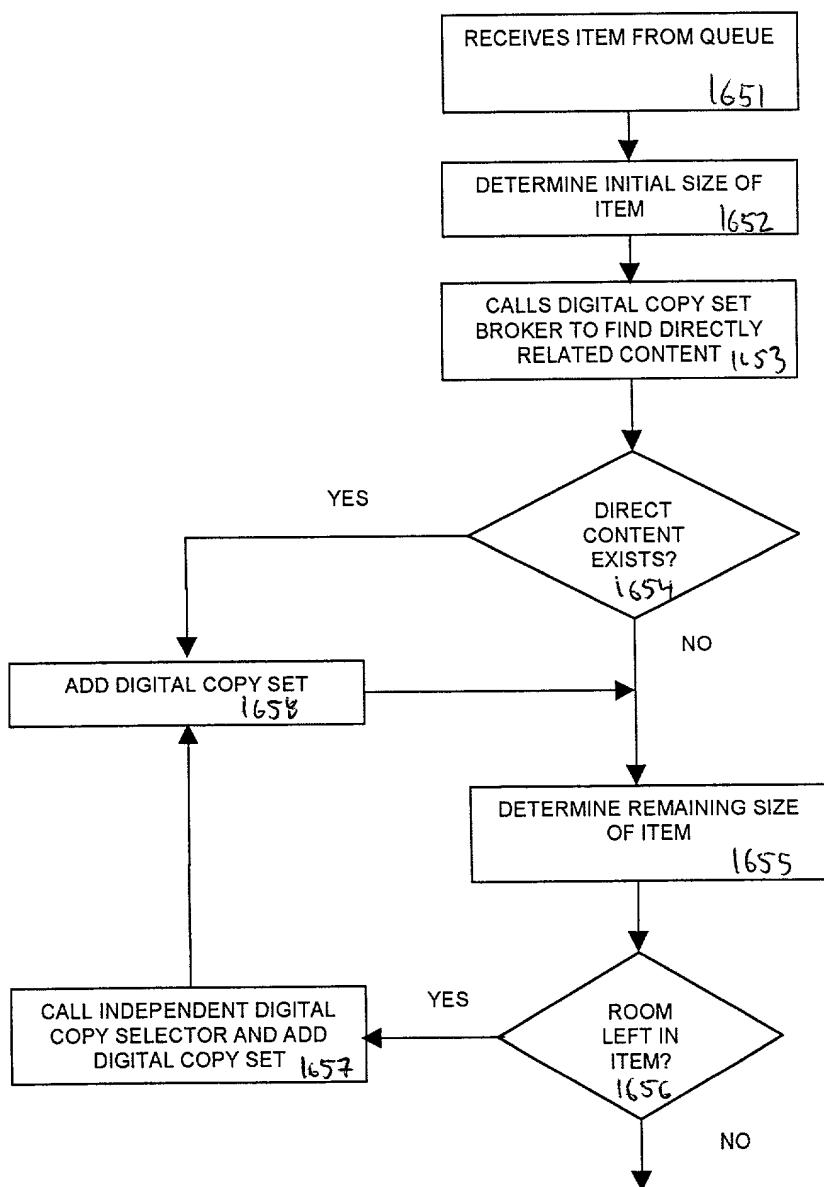


FIG. 15G

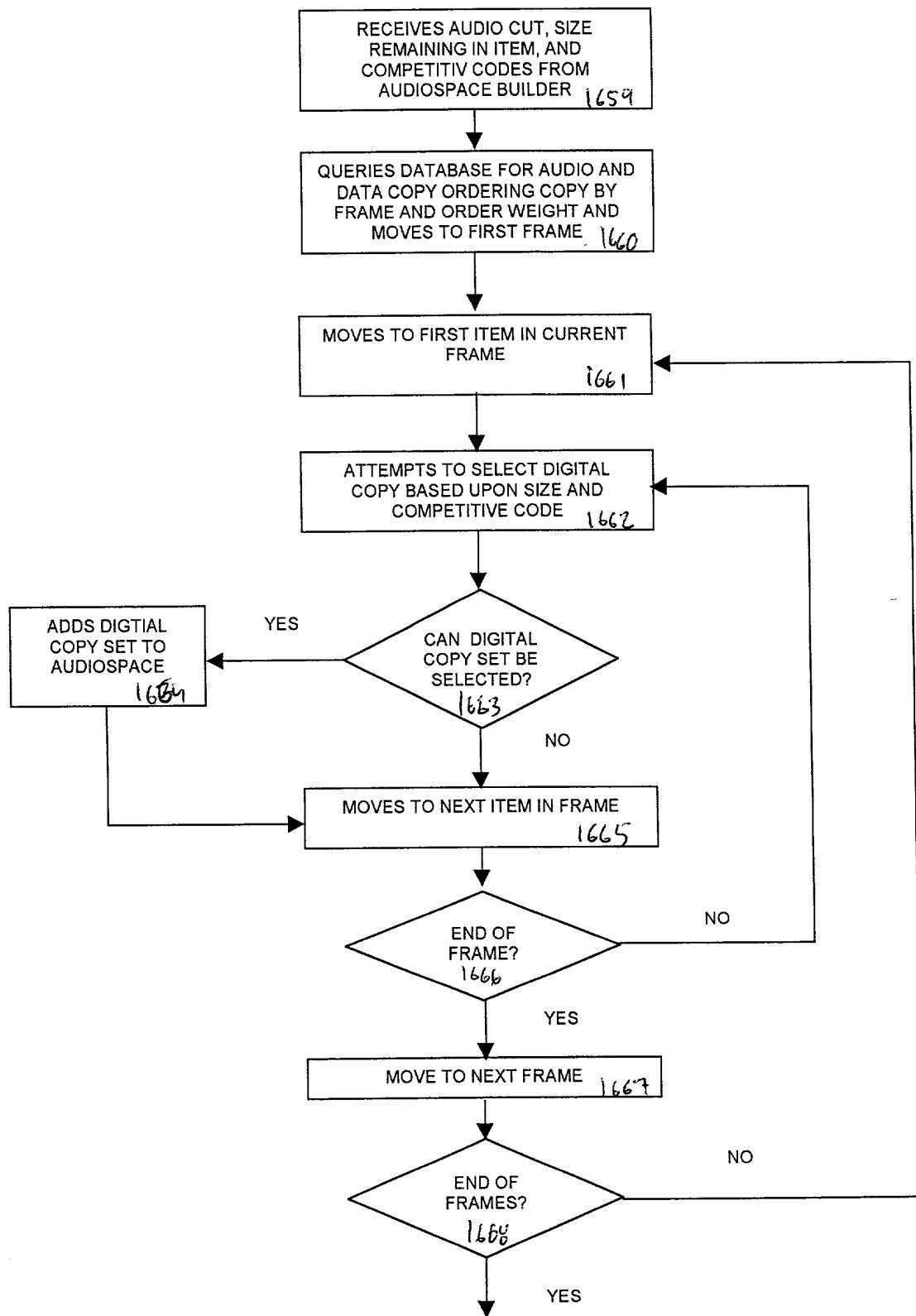


FIG. 15H

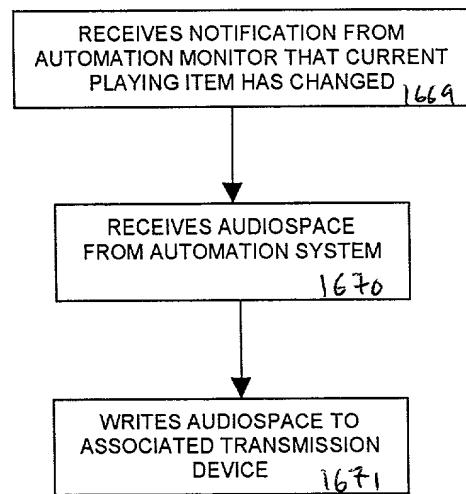


FIG. 15I

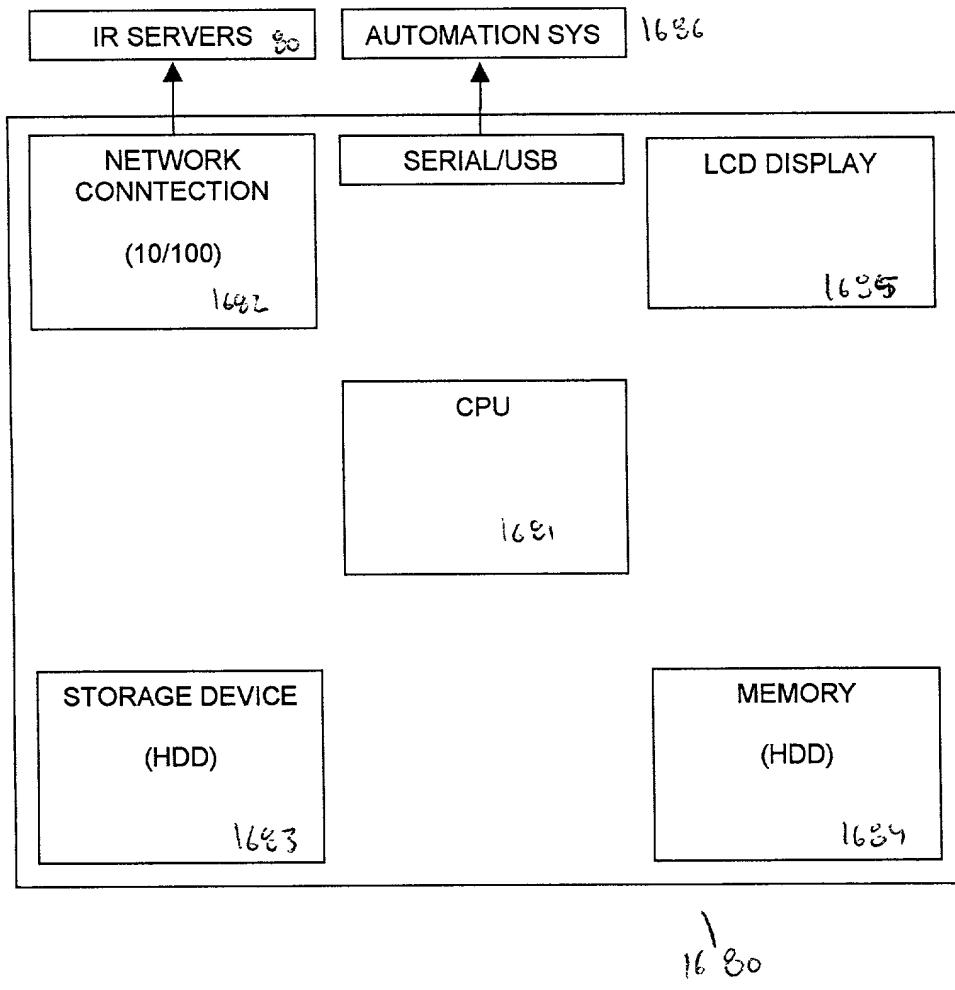


FIG. 15J

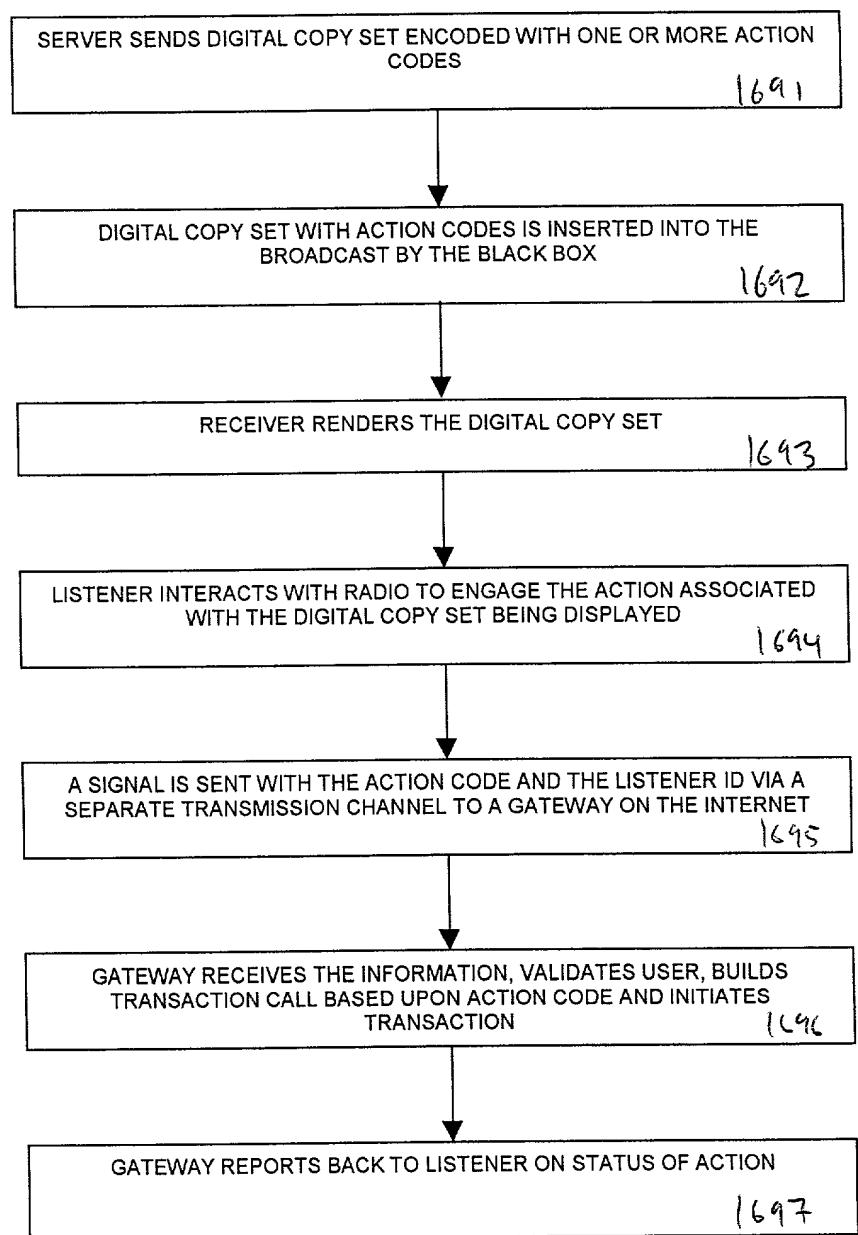


FIG. 16A

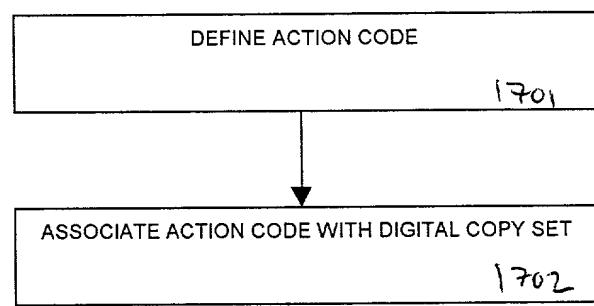


FIG. 16B

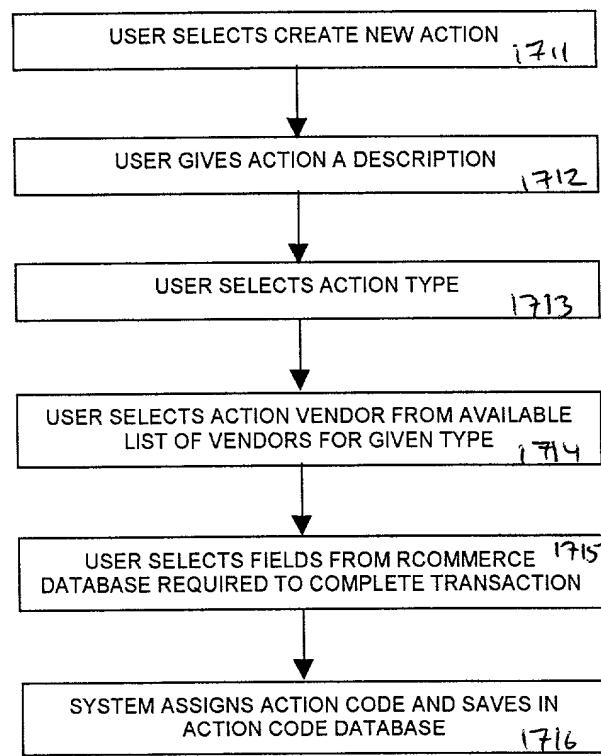


FIG. 16C

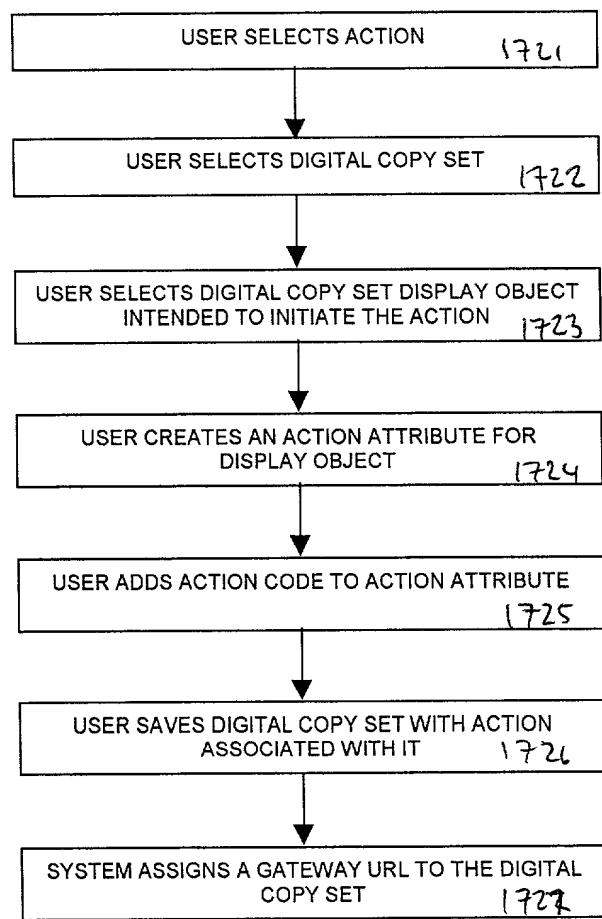


FIG. 16D

→1730

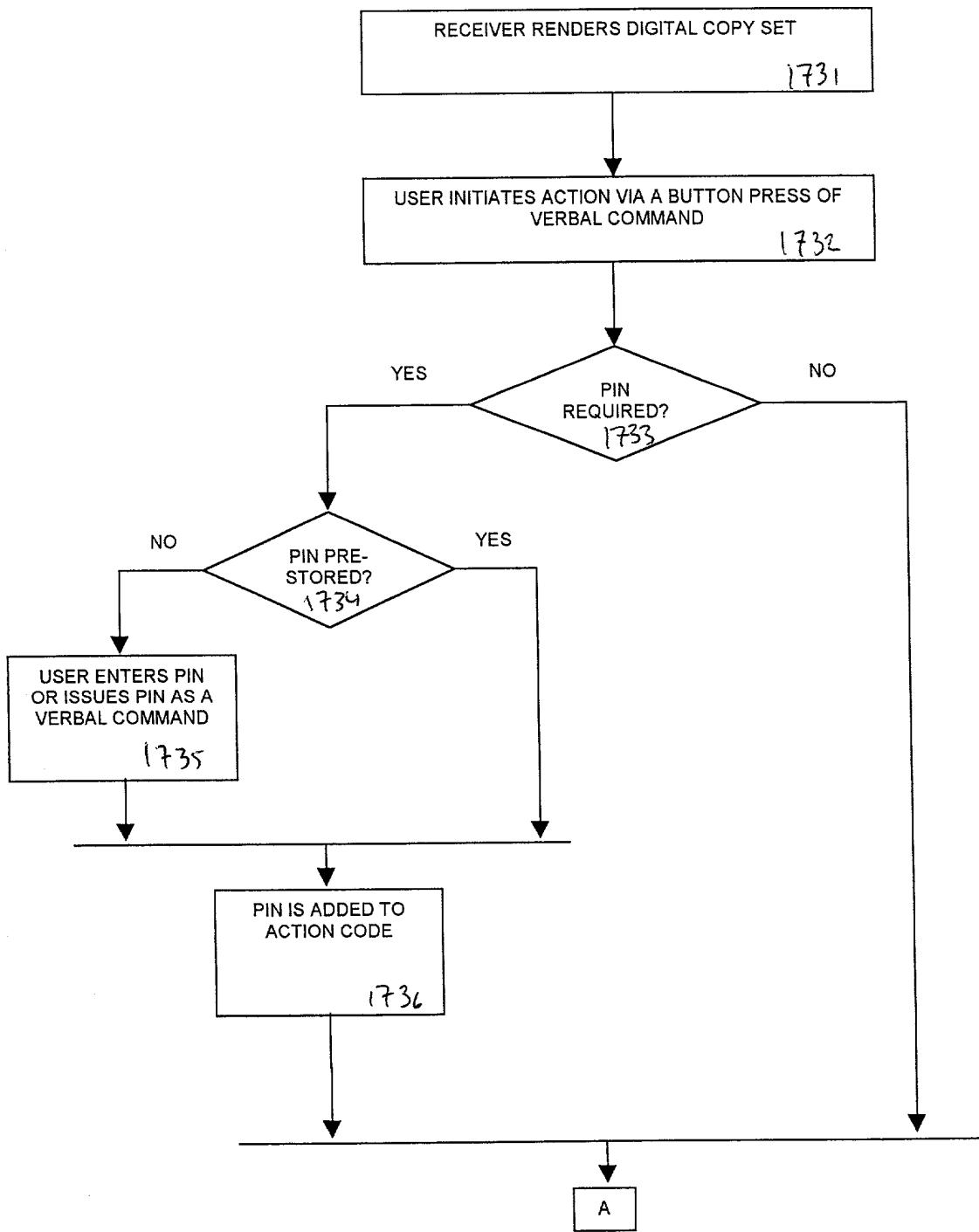


FIG. 16E

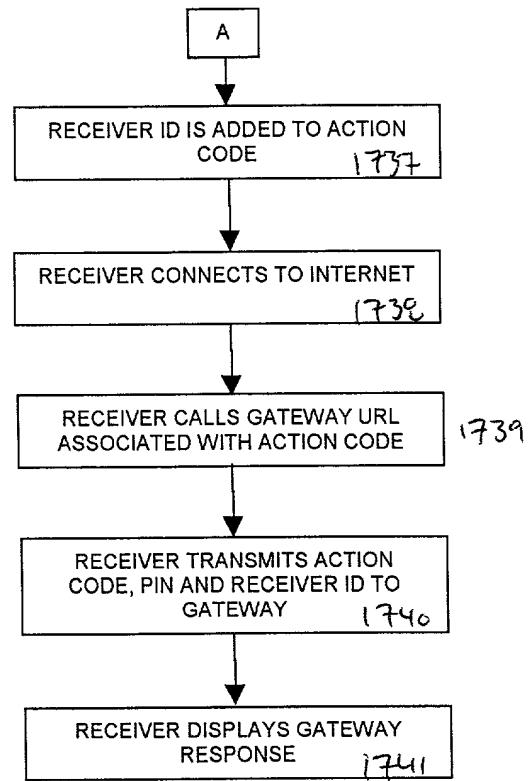


FIG. 16E1

-1750

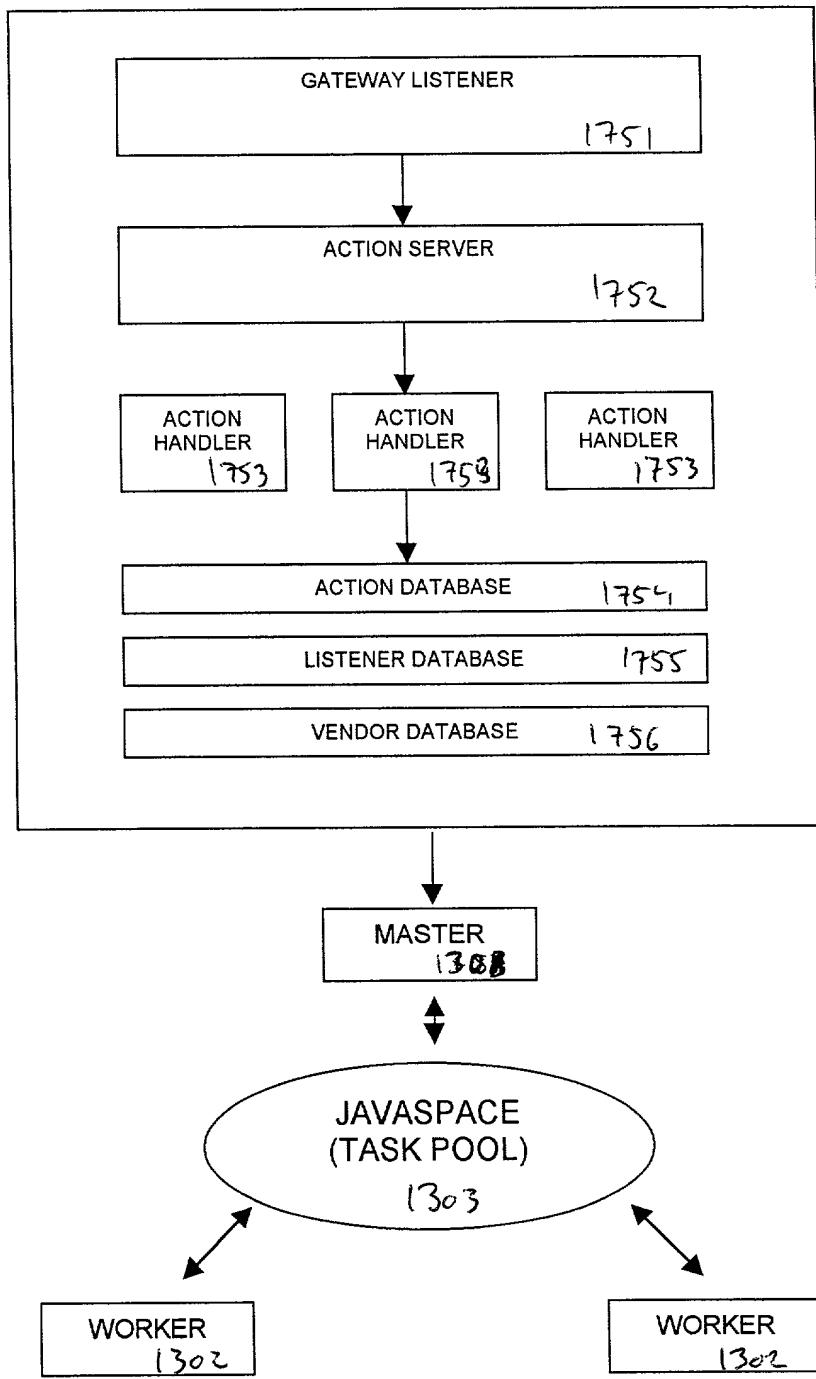


FIG. 16F

-1760

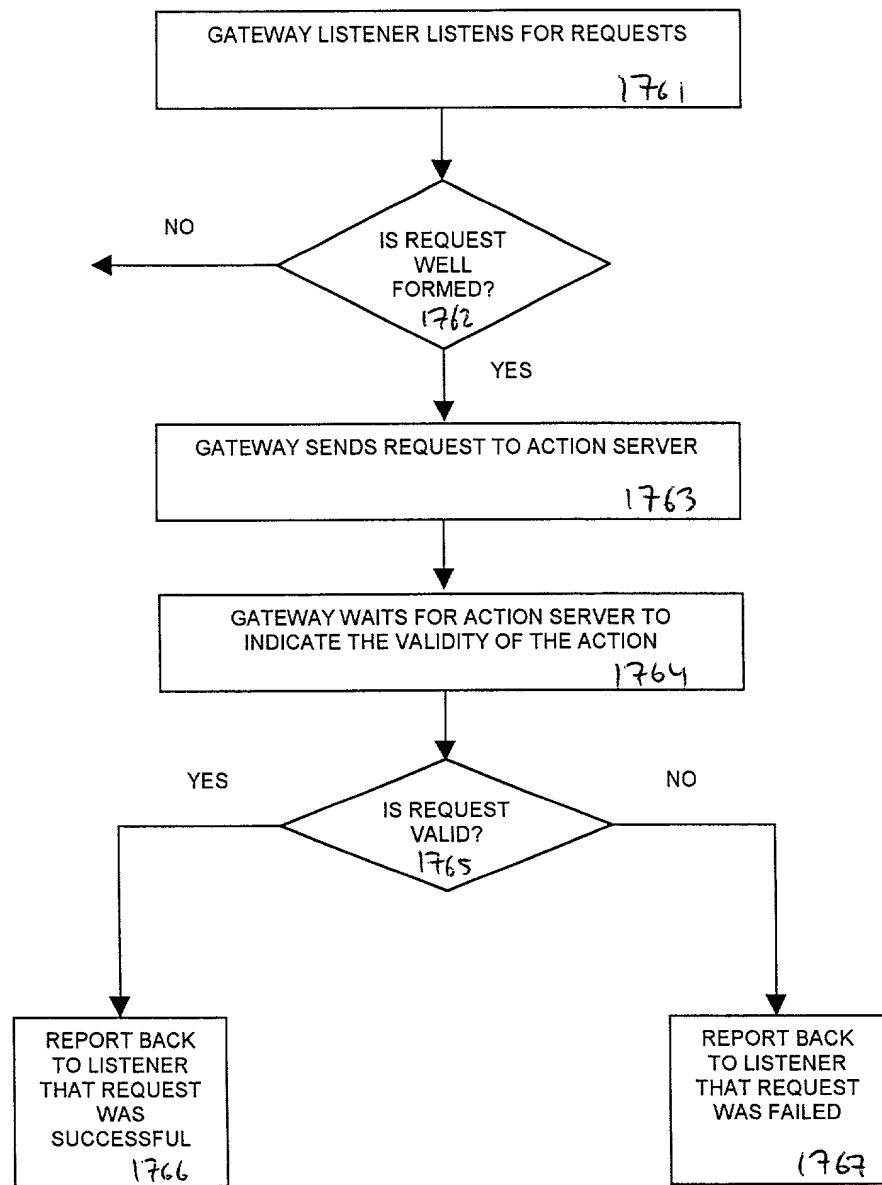


FIG. 16G

-1770

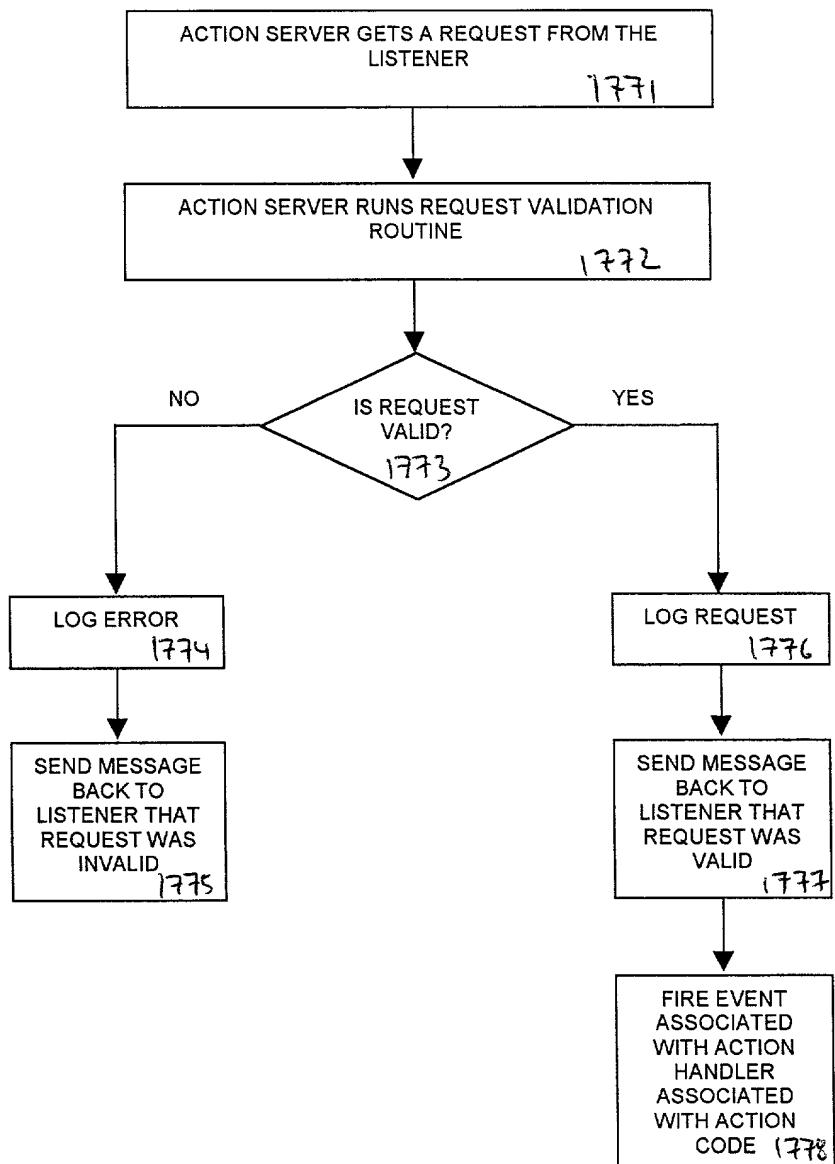


FIG. 16H

1780

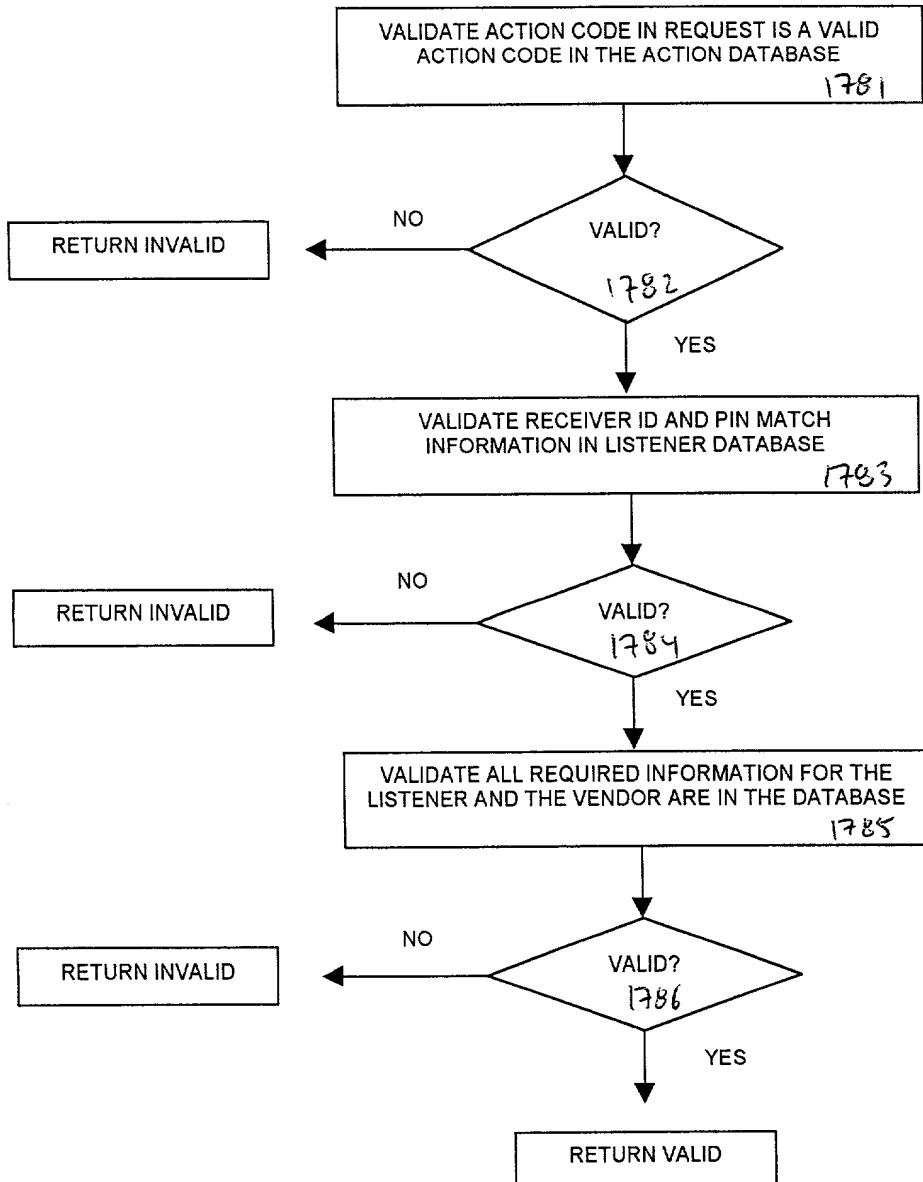


FIG. 16I

- 1790

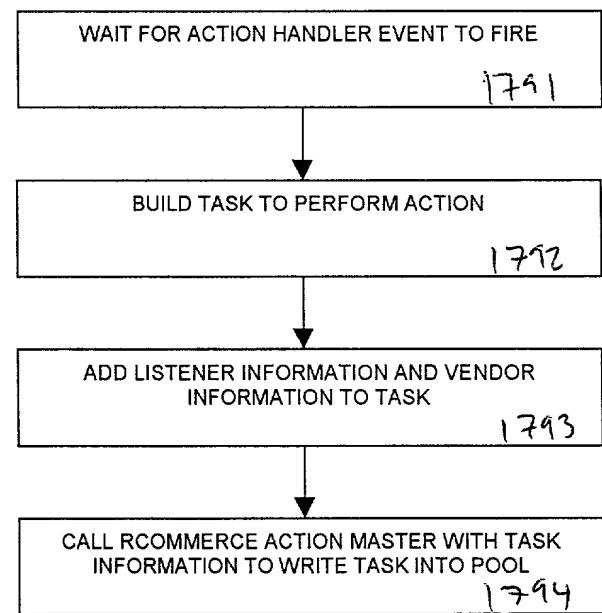


FIG. 16J

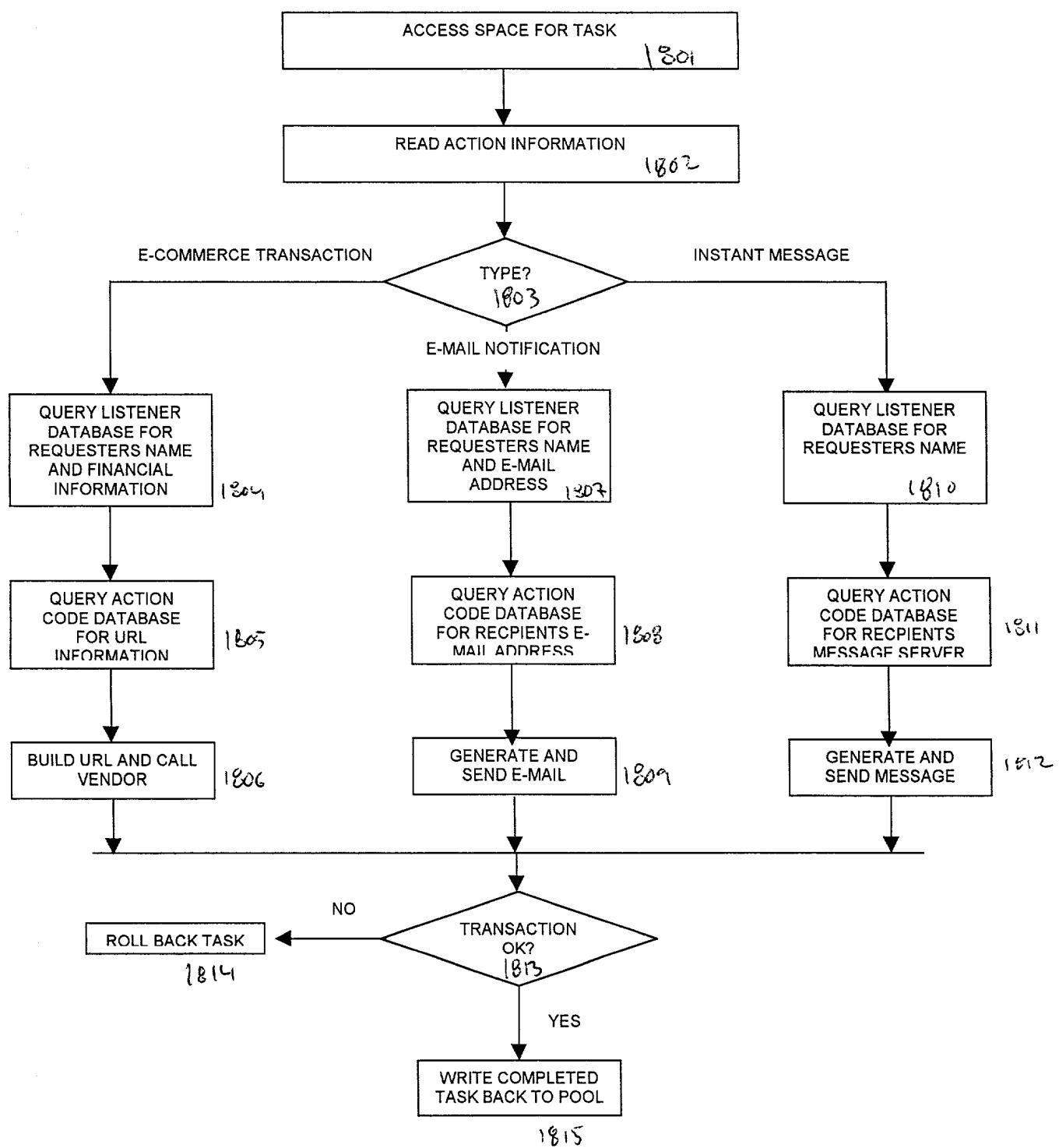


FIG. 16K

1820

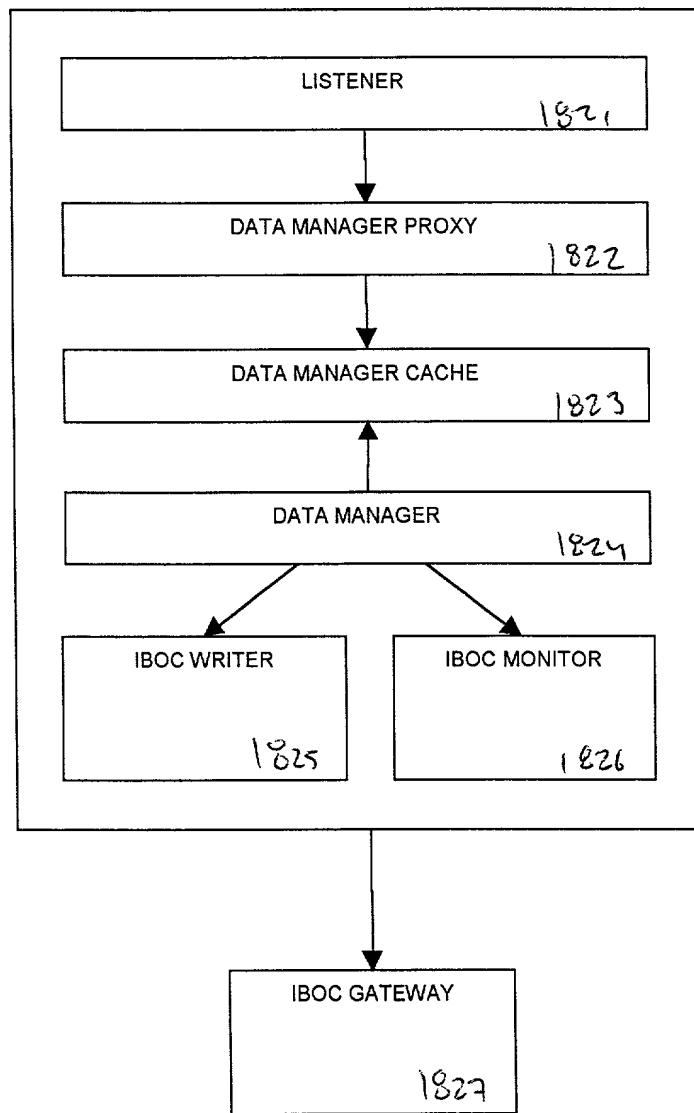


FIG. 17A

- 1830

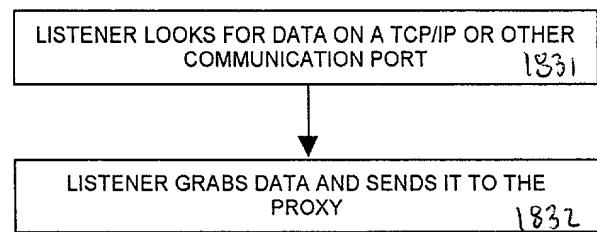


FIG. 17B

-1840

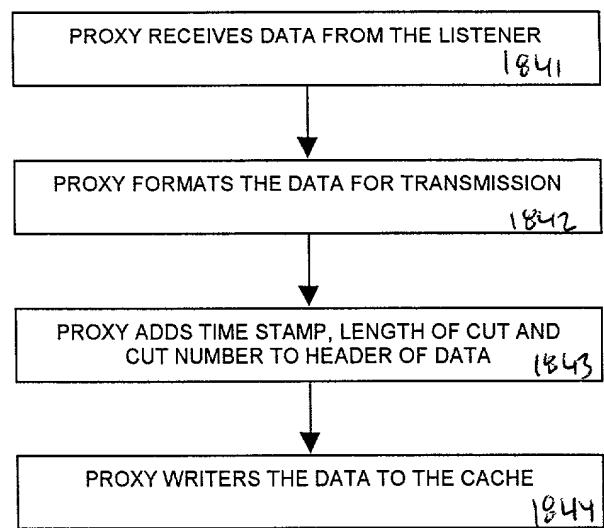


FIG. 17C

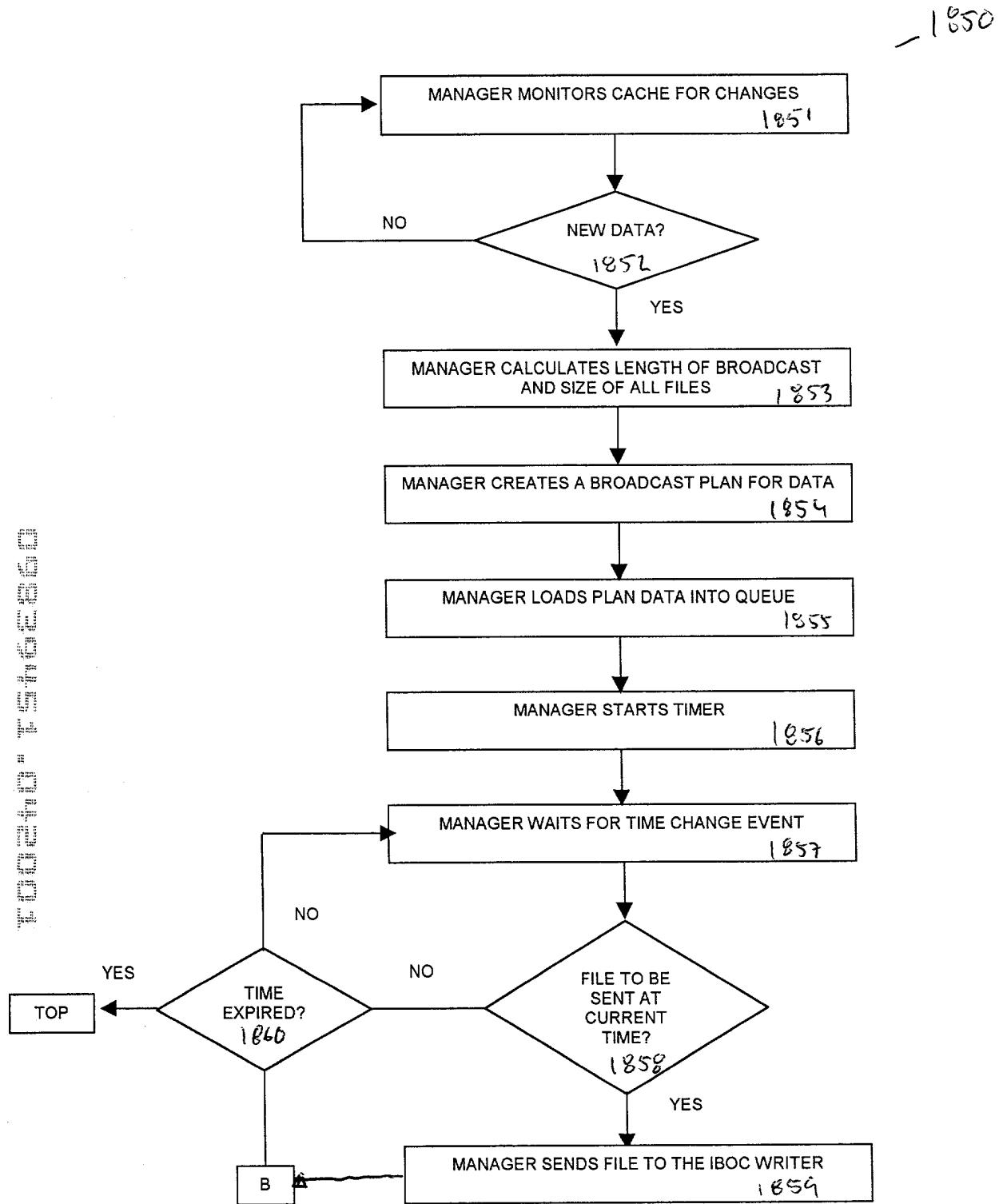


FIG. 17D

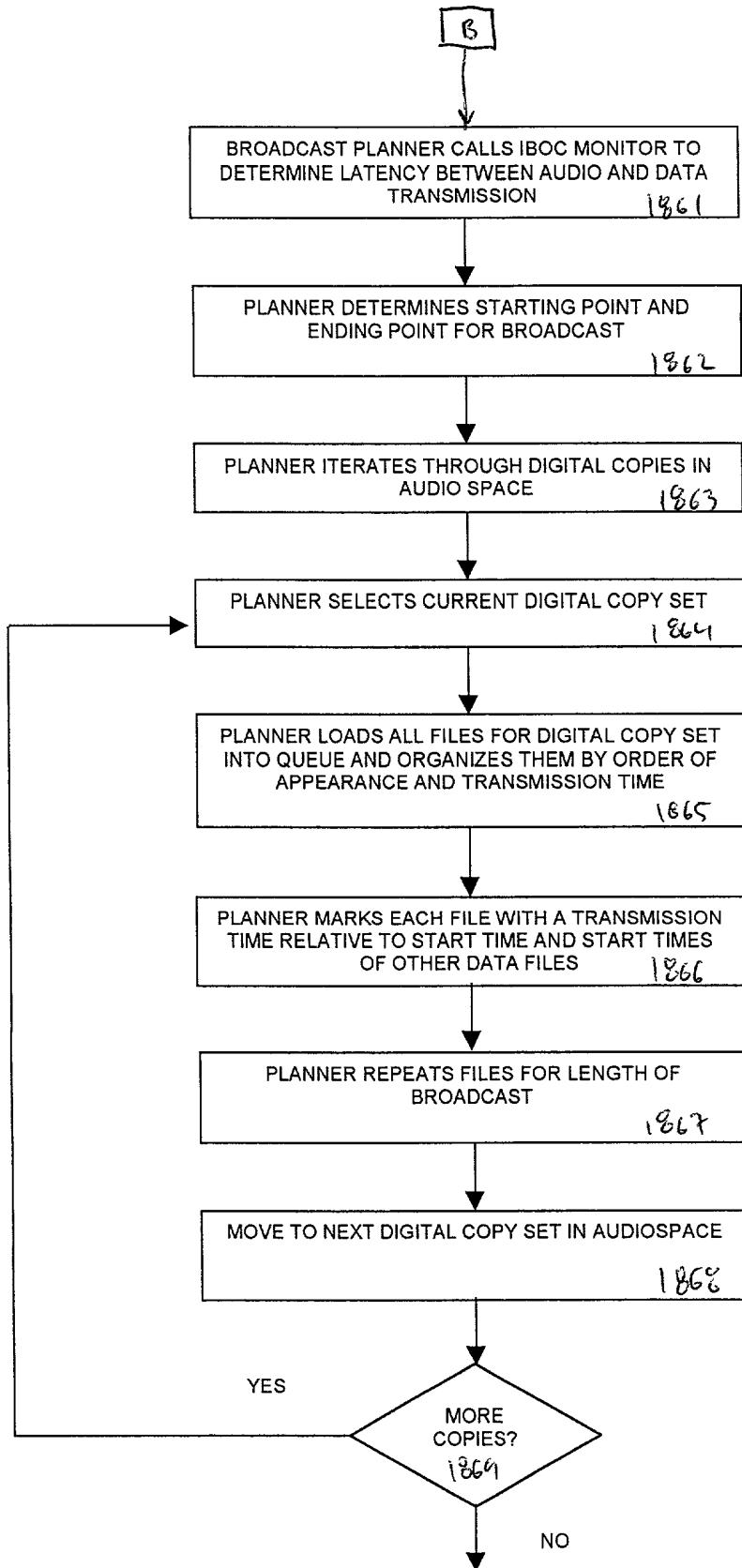


FIG. 17E

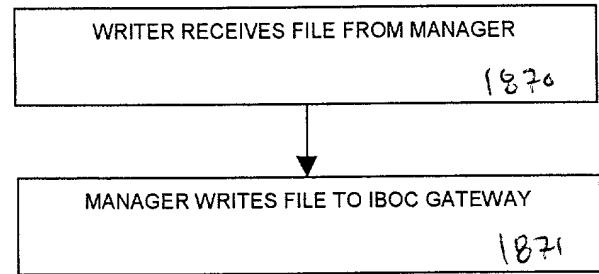


FIG. 17F

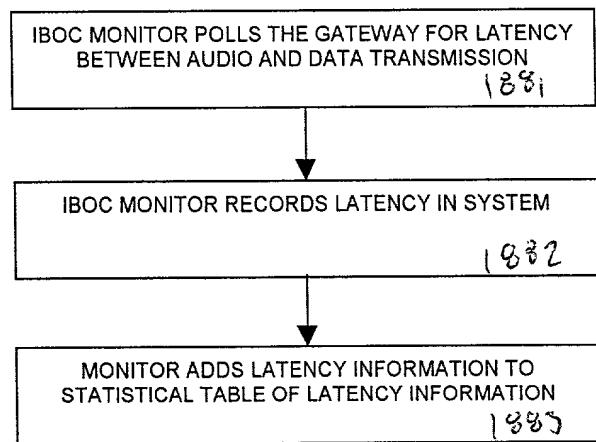


FIG. 17G

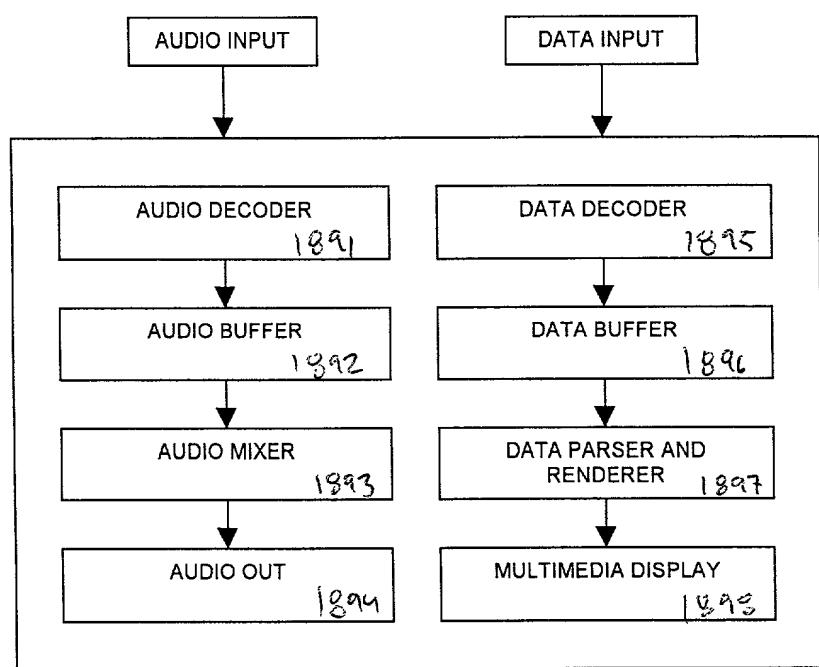


FIG. 18A

— 1900

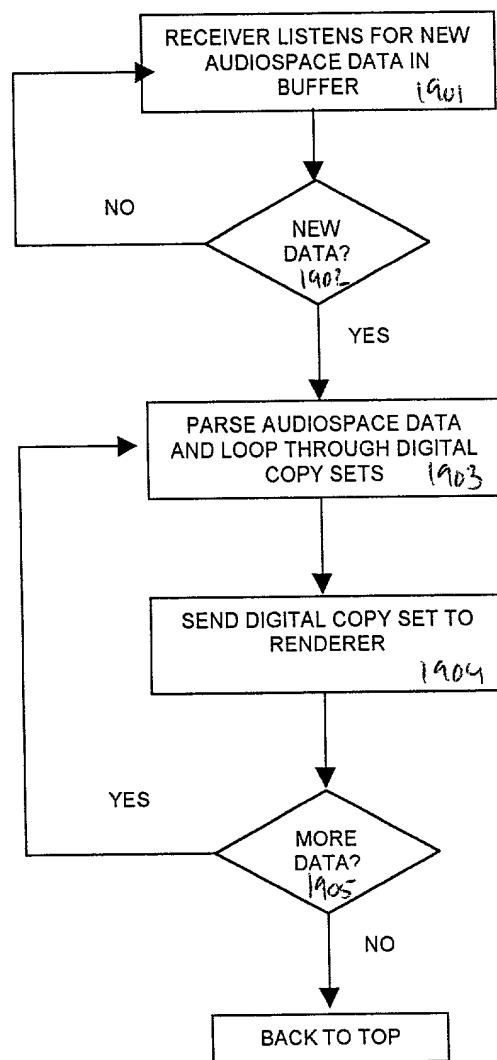


FIG. 18B

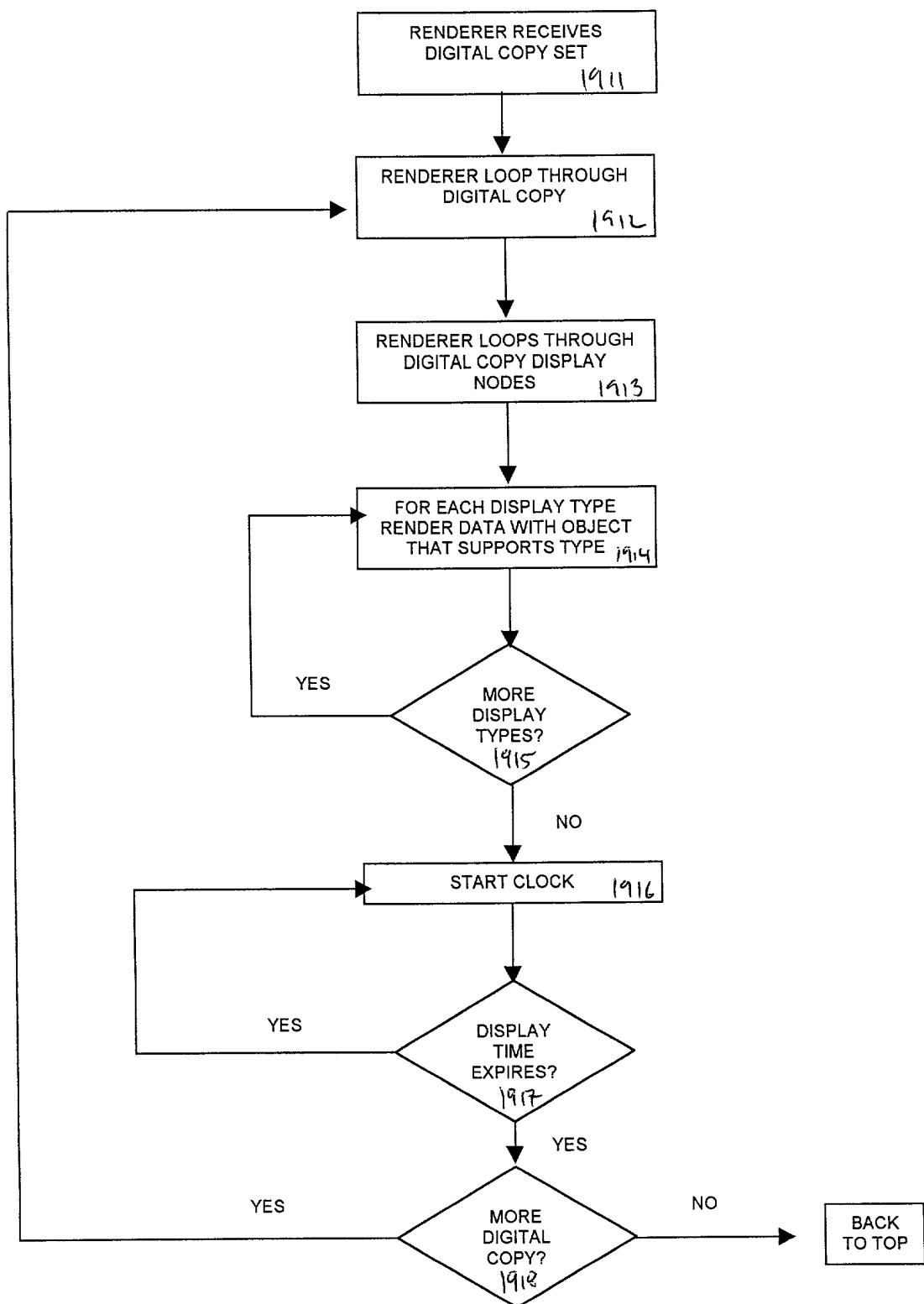


FIG. 18C

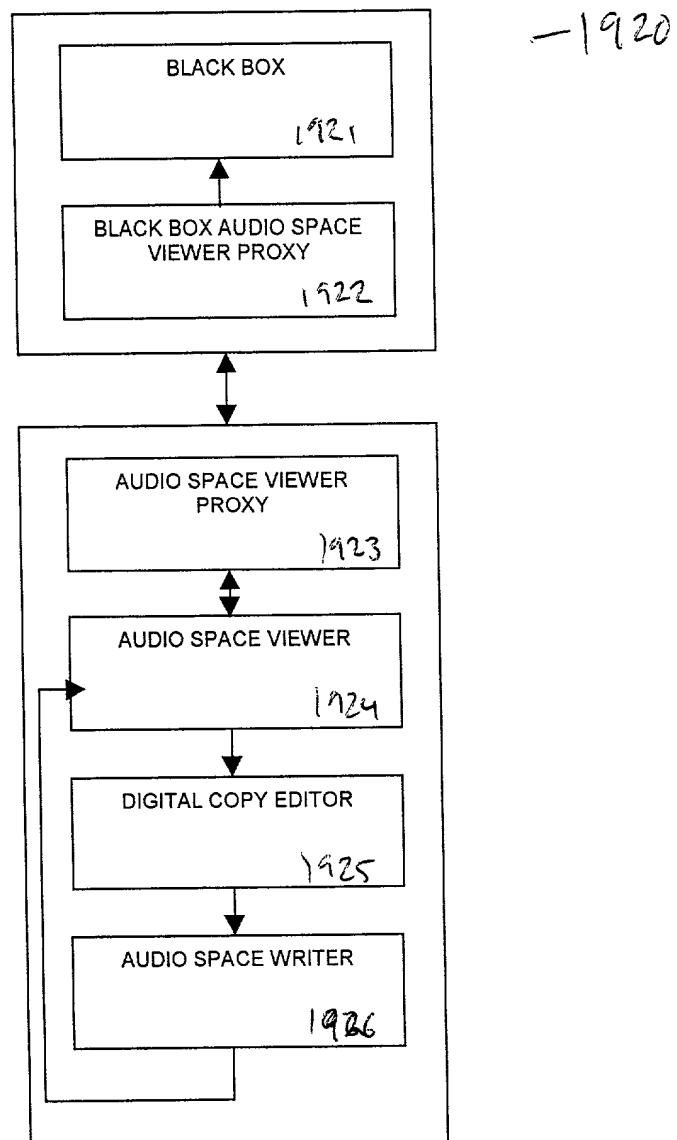


FIG. 19A

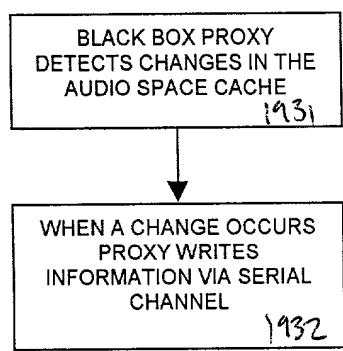


FIG. 19B

1940

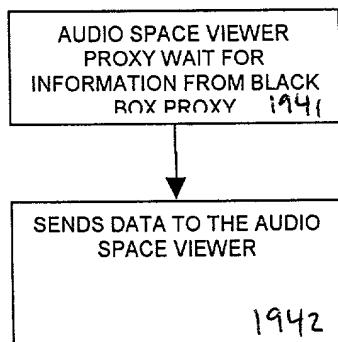


FIG. 19C

-1950

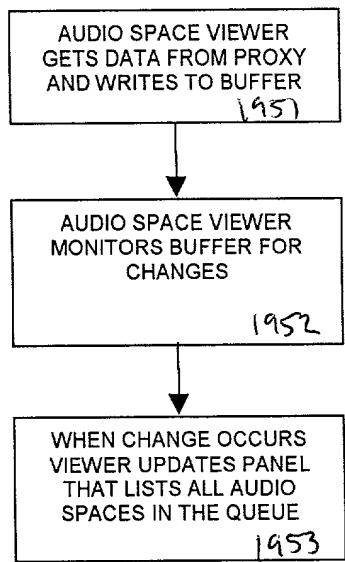


FIG. 19D

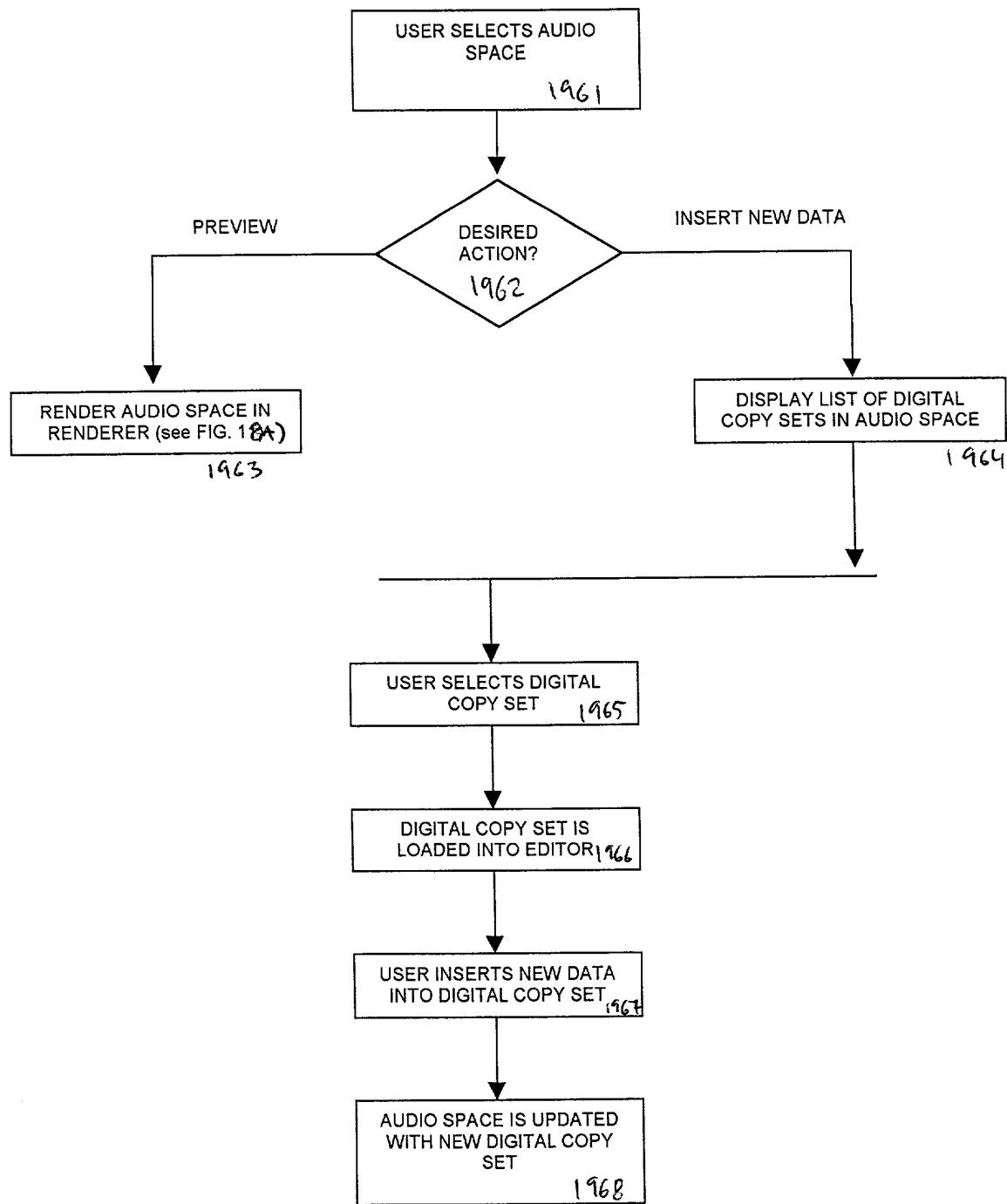


FIG. 19E

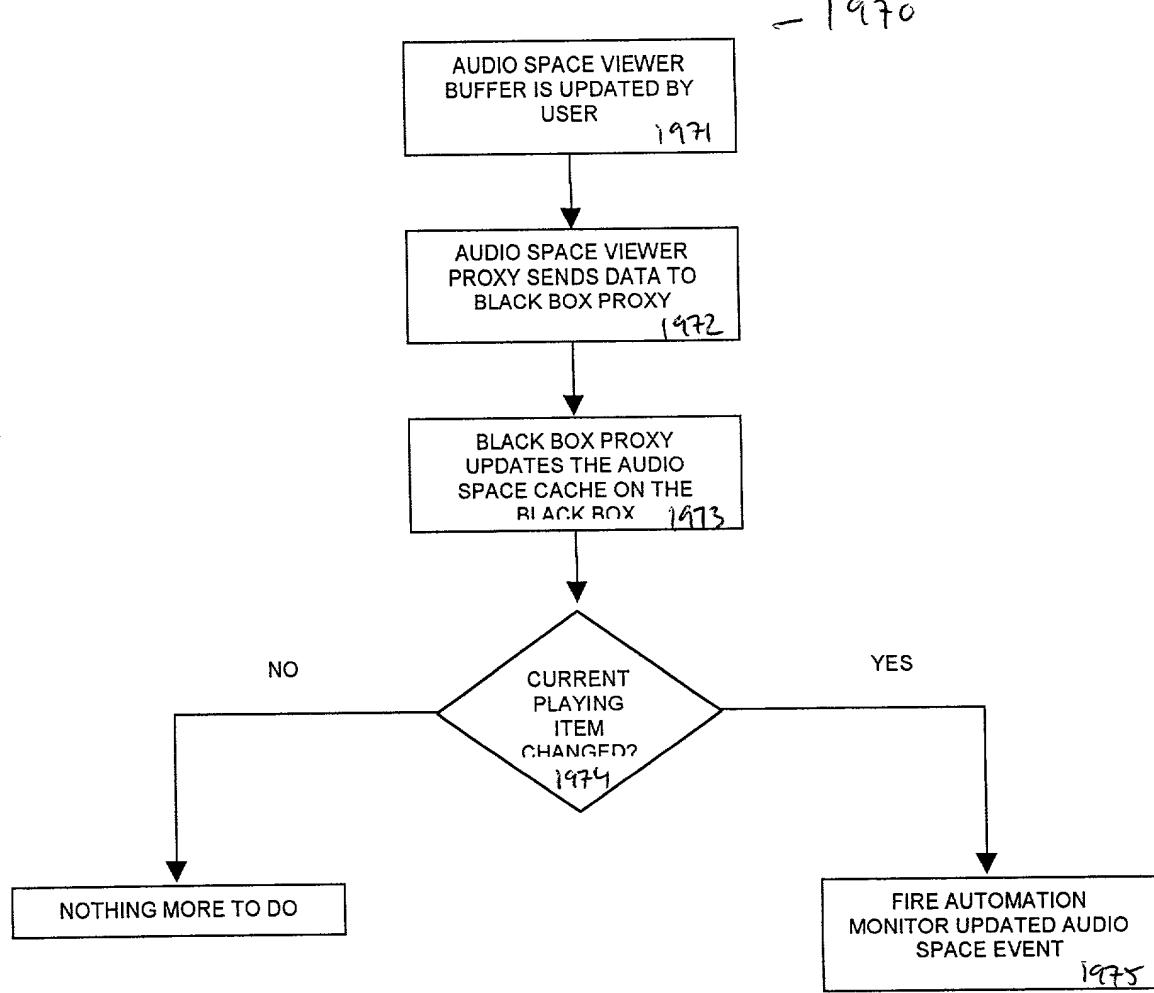


FIG. 19F

-1980

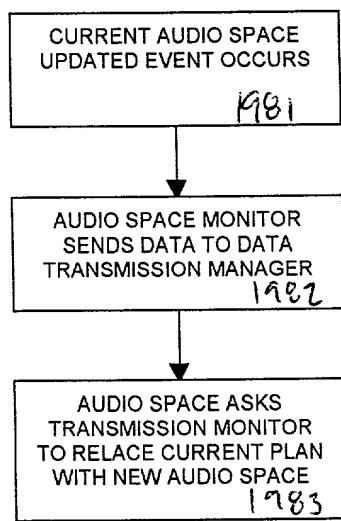


FIG. 19G

- 1990

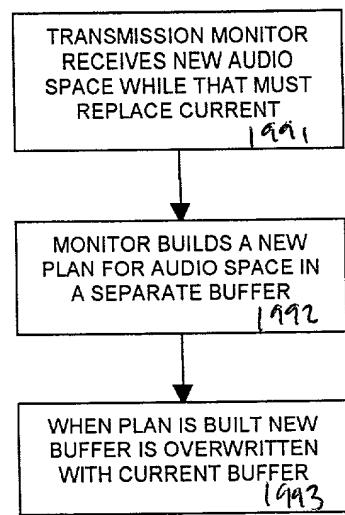


FIG. 19H

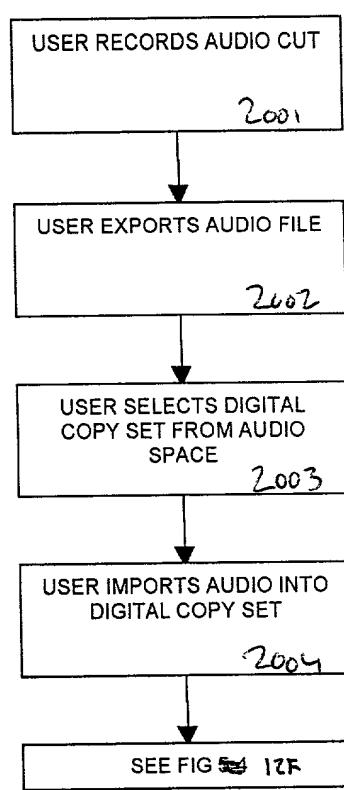


FIG. 19I

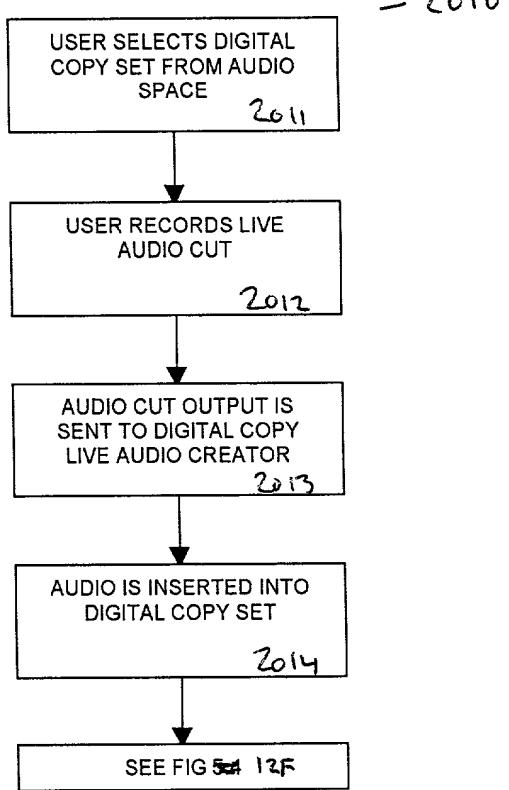


FIG. 19J

- 2020

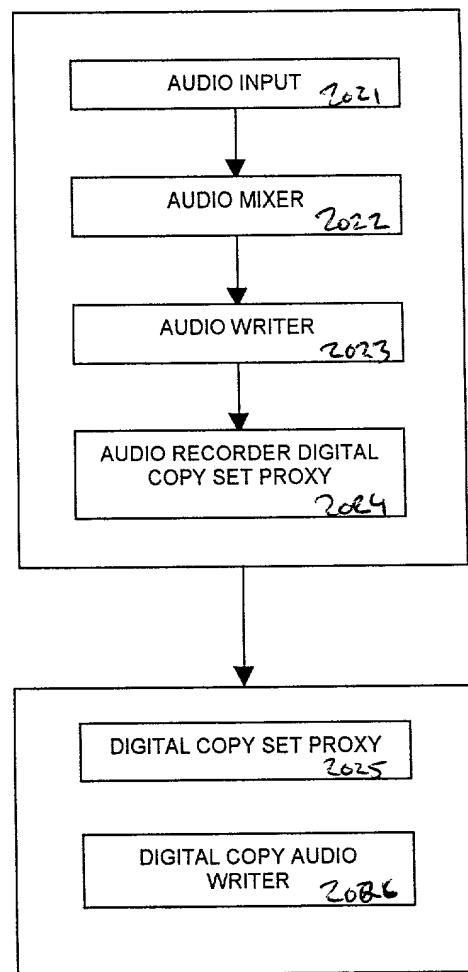


FIG. 19K

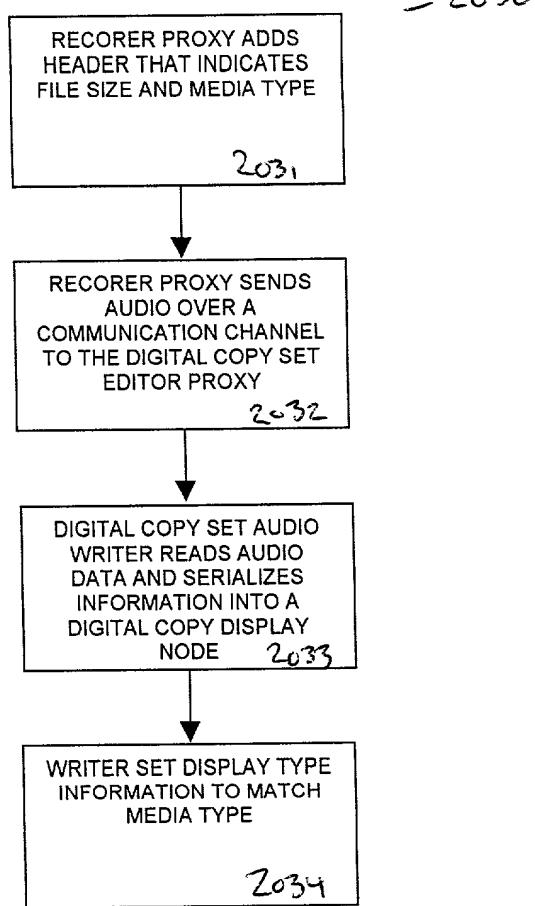


FIG. 19L

-2040

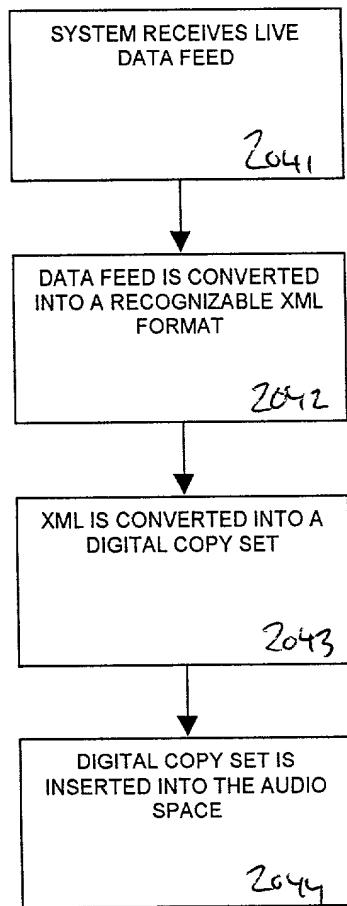


FIG. 19M

~2050

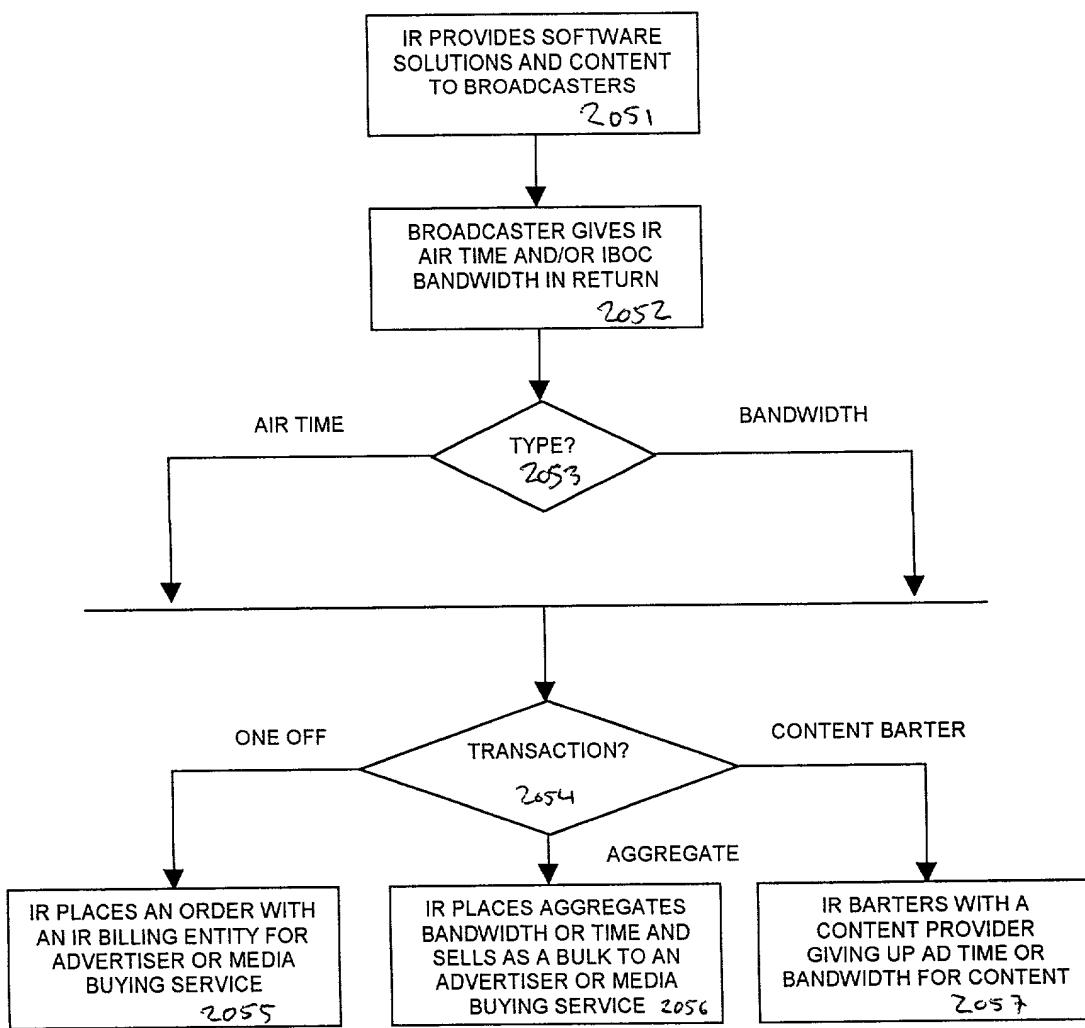


FIG. 20